

FOR IMMEDIATE RELEASE

**The 4th Annual Asia Counsel-to-Counsel Exchange
opens in Hong Kong on 9 October 2014**

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**Unique platform for business leaders, legal and compliance
professionals to share the latest industry intelligence**

Hong Kong (9 October 2014) – InnoXcell Limited is pleased to announce that **The 4th Annual Asia Counsel-to-Counsel Exchange** ('C2C Exchange') opens at The Excelsior, Hong Kong today. Entering its fourth year, the C2C Exchange represents a unique platform for discussions of the latest topics in the legal and compliance field, from best practices, business challenges to leadership knowledge exchange.

Attending delegates are in-house legal and compliance professionals including General Counsels, Head of Legal, Head of Compliance and other professionals of related functions. C-level executives and business leaders will also find the C2C Exchange informative and beneficial as it brings forward high value networking opportunities to meet with top legal practitioners in Asia.

“The Counsel-to-Counsel Exchange is a one-of-a-kind opportunity for business leaders and top legal practitioners to gather and exchange the latest industry intelligence. Based on interactive discussion forums, the event is not just a typical conference but a thought leadership platform where best practices and core business challenges concerning General Counsels in Hong Kong are discussed. The aim is to tackle 2015 legal issues as whole.” said **Jeffrey Teh, Founder and Managing Director of InnoXcell Limited**.

Topics to be covered at the C2C Exchange include but are not limited to the following:

- International anti-corruption and anti-bribery
- Mitigating and managing risks in Emerging Markets
- Managing Cross-border M&A transactions
- Over-The-Counter Regulations in Hong Kong
- China Business Operation – the legal perspective

With industry veterans and delegates bringing together ideas, questions, best practices, experiences and case studies, the C2C Exchange, which features in-depth focus group and panel discussions, will serve to encourage interactive communications among participants.

Strategic Public Relations Group is proud to be the Official Public Relations Partner for The 4th Annual Asia Counsel-to-Counsel Exchange.

For more information regarding the C2C Exchange in Hong Kong including event agenda, details of speakers and discussion topics, please click here: <http://www.c2c-exchange.com/c2chk2014/index.html>.

For enquiries and information on Shanghai's C2C Exchange to be held on 5 November 2014, please contact Ms Eunice Mak (852) 3978 9900 or email her at eunice.mak@innoxcell.net.

About InnoXcell Limited

InnoXcell is the pioneer in marketing solutions, conferences and training organizer. Founded in 2010 by young entrepreneur Mr. Jeffrey Teh, the company specializes in delivering bespoke learning and development programs for senior executives, legal, risk, compliance, fraud, security and intellectual property companies, as well as in companywide training solutions. InnoXcell also organizes global conferences and hands-on practical workshops for a variety of industries. With strong and enthusiastic teams based in China, Hong Kong and Australia, the company commits to deliver marketing solutions through innovative conferences, training workshops and customized masterclasses led by renowned experts. For details, please refer to company website: www.innoxcell.net/

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