Value Investing in Asia: The Definitive Guide to Investing in Asia

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New Book Offers Investors a Complete Step-by-step Guide to
Value Investing in Asian Stocks

Despite the challenges and risks, Asian markets represent significant opportunity, especially for investors seeking long-term growth. A new book by Wiley, *Value Investing in Asia: The Definitive Guide to Investing in Asia*, presents a gateway for both new and experienced investors seeking practical reference to new opportunities in Asian markets while addressing key challenges unique to Asian investing.

Authors Stanley Lim and Cheong Mun Hong, both based in Singapore, believe that a true investor would be able to handle his (or her) investment regardless of the market conditions. “The financial education in our book offers to empower all investors with the information and tools they need to enable them to become their best personal fund managers,” the authors said.

Most value investing advice is geared toward US markets, leaving out the key guidance that pertains specifically to investing in publicly listed Asian companies — guidance that is critical for success. *Value Investing in Asia* focuses on the opportunities and challenges of Asian markets, including current and historical case studies that illustrate various successes, risks and pitfalls. The step-by-step guidance in the book is designed to help investors unearth great opportunities in Asia; from appreciating the macroeconomic situation, to narrowing down on specific investment opportunities. Invaluable for both new and experienced investors, this practical reference will show all investors how to apply value investing principles specifically to Asian stocks.

Investing in Asia comes with an inherent set of unique challenges that must be understood before any decisions are made; some of these challenges are the result of operating practices, some are the result of regulatory issues while others come from the markets themselves — yet regardless of the source, value investors in particular bear the brunt of the obstacles. This book will show investors what they need to know, and how to invest intelligently in Asian companies.

*Value Investing in Asia* is an investment guide focused on companies operating in Asia and listed on Asian stock markets. The book provides a clear outline of key Asian markets, including Greater China, Southeast Asia and the frontier markets of South Asia, with a step-by-step approach to navigating the specific challenges of investing in publicly listed Asian companies. It also features exclusive interviews with well-known value investors in Asia, namely Mr. Wong Kok Hoi of APS Asset Management, Dr. Tan Chong Koay of Pheim Asset Management and Dr. David Kuo of Motley Fool (Singapore). Readers can gain insight into how these investors, each of whom has a unique value investing perspective, have consistently gained from the Asian stock market over the years.

Wiley will be releasing the paperback and e-book versions of *Value Investing in Asia* in November 2017. The book will be distributed to all major bookstores and online book retailers in the region wherever books and e-books are sold. Pre-orders are now available on Wiley.com.

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About the Authors

Stanley Lim Peir Shenq, CFA, is a self-taught investor who now manages a multi-millions portfolio. He was an analyst for The Motley Fool Singapore and has written more than 2,000 articles on investing.

Cheong Mun Hong, CFA, started his career as an investment analyst at a Singapore licensed Trust Company. He currently sits on the boards of listed companies. Over the course of his career, he has dealt with investments involving public and privately held
The authors are co-founders of www.valueinvestasia.com – approximately 1,000 views per day, with more than 5000 followers on social media. Stanley Lim is still a contributor for The Motley Fool Singapore www.fool.sg which has on average between 30,000-40,000 individual views per day. Stanley appeared as a commentator on Channel NewsAsia before, a reputable news agency in Singapore.