



TARGET CAPITAL MANAGEMENT LTD

Mix & Match With Clarity & Wisdom

SILVER KUNG and his team at Target Capital Management Limited isn't one to dodge a question. He holds forth on topical issues like RMB investments, the banking crises and fledgling investor sentiment.

With nearly every major global banking name steeped in disgrace, how does a company like Target Capital Management Limited still sell products offered by these very banks, to a cautious and wary market? Most would shy from such a question but not Silver Kung, a reputed and astute investment advisor who has seen more storms than most have seen fair weather.

"Not every bank is bad at everything they do. This is the precise niche that the Independent Financial Advisor fills – to be able to scour the market and surgically unearth specific products to meet the particular needs of individual clients. We don't encourage the 'bandwagon' attitude and this is what has made us successful in spite of the financial storms we are going through."

Pragmatic Approach

"I see people now hopping on the Renminbi boat in the hope of China's currency rising in value. How realistic is this in the light of the larger picture? In contrast I see China's investments in Asia increasing particularly in hi-tech, infrastructure, real estate industries and that's where the profits are to be made."

Kung's colleague Alice Yim agrees that the herd mentality isn't right. "You have to work closely with your customers to ensure you are agile enough to side step the pitfalls and take advantage of opportunity, swiftly and pragmatically."



RAYMOND NG, SILVER KUNG, ALICE YIM and ALISON LO (from left to right).

Alison Lo, Managing Director too agrees there is a change in customer's risk appetite and asset diversification is one of the steps that can be taken in order not to leave the investments overexposed."

Raymond Ng, director, says: "Shortly before US markets fell, we helped customers make profit with strategic investments in gold or funds like our Indonesian funds. To do this one has to work closely with your customers who also have to trust your judgment."

Time to Invest

Ironically, Kung says, now is the right time to invest in equity. "Asia is already at the start of the boom and with

China's investment and the cooperative spirit of the growing Asian tigers, there is a wealth of opportunity to be had in Asia. The challenge for investors though is to find a way through the maze and pick wisely. This is the niche we will. We have an enviable cumulative experience that we bring to bear on the investment goals of our clients and we stay in close proximity of our customers to ensure that we achieve each step together, not as manager and customer but as partners in this business for the long haul," concludes Kung. ■