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Cedrus Investments' Chairman Mr. Rani Jarkas is Invited to Speak at the Hong Kong Biotech Invest and Partnering 2018

HONG KONG, Feb. 13, 2018 /PRNewswire/ -- The Chairman of **Cedrus Investments** ("Cedrus"), **Mr. Rani Jarkas**, is invited as the keynote speaker at the Asian Investment Series of the **Hong Kong Biotech Invest & Partnering 2018** conference to be held on 13 March 2018 in Hong Kong. Cedrus has been participating and speaking at this annual event in Hong Kong organized by **AusBiotech** (Australia's biotechnology organization) since its inception in 2013 to foster investments in the life sciences industry across borders. In recent years, the Asian Investment Series has expanded further to holding an annual conference in **Shanghai** which is one of the hubs of life sciences investments in Asia. These conferences have brought together hundreds of Australian life sciences companies together with Hong Kong and mainland Chinese life sciences investors where opportunities of cross-border collaborations are explored, for instance, to tap into the world's second-largest biopharma market - China.



Mr. Jarkas will be sharing his extensive experience and profound insights, as well as Cedrus' expertise in life sciences investment and explaining why overseas life sciences companies should be using **Hong Kong as the gateway for establishing their presence in mainland China through joint ventures, licensing partnerships, strategic alliances or other initiatives onshore.**

Mr. Jarkas said, "China is now committed to transforming the domestic life sciences industry into a **global leader**. For example, in recent years, we have seen growing interest from Chinese enterprises and investors to acquire life sciences technologies and products overseas to enhance China's market position, and the increased desire of Australian life science companies to build a local presence in China. In this regard, Cedrus has competitive advantages. Through facilitating various deals, Cedrus has accumulated a lot of expertise and valuable experience in cross-border transactions and collaborations. We fully understand the **potential sensitivity issues, apparent and hidden**, involved in life sciences transactions across borders; hence, we can likely prevent companies from entering into unfavorable collaborations long term. In addition, we understand how to **protect the companies' assets** such as intellectual properties, **monetize their assets and maximize value, coupled with helping them to achieve their financial and business targets while minimizing business risks.**"

About Cedrus Investments

Cedrus Investments is a global boutique investment firm that offers expertise in private wealth management, asset management and financial advisory services to a clientele of leading institutional investors, corporations, family offices and high net worth individuals around the world.

For further information about Cedrus Investments, please visit www.cedrusinvestments.com.

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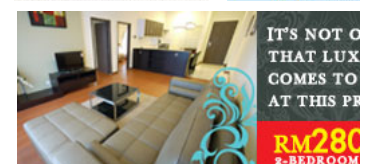
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