

THE UNIVERSITY OF HONG KONG
ASIAN INSTITUTE OF INTERNATIONAL FINANCIAL LAW
and
RGC Theme-based Research Scheme Project:
“Enhancing Hong Kong’s Future as a Leading International Financial Centre”

Seminar

Behavioural Findings and Financial Market Regulation

Professor Rolf H. Weber

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Monday, 2 February 2015

12:30 - 1:30 pm

**Academic Conference Room, 11/F Cheng Yu Tung Tower
The University of Hong Kong**

The findings of behavioural research have strongly influenced the understanding of the processes and patterns that allow the functioning of financial markets. Apart from structural information asymmetries between the market participants other factors such as emotions, inertia, reference bias, and overconfidence impair rational choice. Consequently, financial market regulation must broaden the horizon and encompass new tools, for example suitability and appropriateness tests, risk assessment procedures, and educational elements.

Professor Rolf H. Weber holds a chair for International Business Law at the University of Zurich since 1995 and has been a practising attorney admitted to the bar in Zurich and Switzerland since 1978. He is the founder and director of European Law Institute and the Center for Information and Communication Law at the University of Zurich (ZIK) and the publisher of the ZIK-book series since 1998, as well as co-director of the Zurich University Research Priority Program “Regulation of Financial Markets”. Furthermore, Rolf H. Weber is a member of the editorial board of several Swiss and International legal periodicals.

Please register online via www.AIIFL.com or
email Flora Leung at fkleung@hku.hk to reserve a place.