



P R E S S R E L E A S E

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Coface strengthens organisation in Asia, with appointment of Hung Wong as Asia-Pacific Regional CEO



In line with its pursuit of a dynamic growth strategy in Asia, Coface has appointed Hung Wong to run its Asia-Pacific operations and to the group's Executive Committee. Based in Hong-Kong, he will be able to draw on extensive regional experience and a strong track record in sales, channel management and partner development to grow Coface's business in the region.

Hung Wong, 43, a science graduate from the National University of Singapore, enjoyed a long and successful career in Cisco. He received the *'Top Sales in Asia'* award in 2002 and was promoted to manage Cisco's Enterprise & Commercial business in Vietnam in the same year. He was appointed Director, Channel Asia in 2005, managing 7 countries, and was subsequently Director, Channels Financing for Cisco Systems Capital's Asia-Pacific region from 2008-2011.

Prior to joining Coface, Hung was Managing Director, Distribution, for the Asia-Pacific region of Juniper Networks, where he had been leading a partner organisation and cross-functional teams to drive business growth since 2012.

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About Coface

The Coface Group, a worldwide leader in credit insurance, offers companies around the globe solutions to protect them against the risk of financial default of their clients, both on the domestic market and for export. In 2013, the Group, supported by its 4,440 staff, posted a consolidated turnover of €1.440 billion. Present directly or indirectly in 98 countries, it secures transactions of over 37,000 companies in more than 200 countries. Each quarter, Coface publishes its assessments of country risk for 160 countries, based on its unique knowledge of companies' payment behaviour and on the expertise of its 350 underwriters located close to clients and their debtors.

In France, Coface manages export public guarantees on behalf of the French State.

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