



Dear SBMA Members and Business Associates,

I am pleased to introduce Mr. Gordon Cheung who has joined today as Deputy CEO of Singapore Bullion Market Association (SBMA). Gordon under the guidance of the Management Committee and myself will play a key execution role on behalf of the SBMA by overseeing the planning, implementation and evaluation of the Association's activities and services. He will also actively engage and interact with the Association's existing members, to identify and pursue new members.

Gordon will work closely with the team to deliver on the key initiatives of the Association as defined by the Association's Strategic Review Committee and Management Committee.

Gordon is no stranger to the bullion community in Asia, before settling back in Singapore in late 2017, Gordon was in Hong Kong for four years playing a leading role in setting up the precious metals business respectively for China Merchant Securities and CCBI. In the past decade, he was Managing Director at Bear Stearns in Hong Kong, Executive Director at JP Morgan and Regional Head of Trading at ICBC Standard Bank in Singapore, overseeing trading and hedge fund sales.

Gordon started his career in the inter-bank bullion market in 1982. He served long periods of time in the early years at Mitsui Bussan and UBS.

During his tenure in 2016/2017 with Hong Kong Exchange, Gordon was a founding member of the product committee to orchestrate the launch of dual currency gold futures contracts.

The SBMA is very happy to welcome a very strong team member to the bullion fraternity in ASEAN, please join me in welcoming Gordon onboard.

You can reach Gordon at [gordon.cheung@sbma.org.sg](mailto:gordon.cheung@sbma.org.sg) / 6823 8011.

**Best regards,**

**Albert Cheng**  
**Chief Executive Officer**  
**Singapore Bullion Market Association**

