# **APIDays HONG KONG SAMPLE EDMs**

# Email Sample – Save the Date + Overall Positioning Statement

The world has seen various open API initiatives launched, and Hong Kong is no exception. As one of the leading international financial centers, Hong Kong is a prime location for financial services and home to many financial institutions. With the launch of the HKMA Open API Framework in 2019, there is a strong driving force for banks to publish APIs for different financial products and services aiming to improve the end-to-end customer experience and discover effective contextual financial scenarios. Hong Kong’s API Ecosystem – with its fusion of Chinese and Western culture, consists of unique characteristics and challenges that are commonly overlooked.

Join us at Apidays Hong Kong 2020 (https://bit.ly/APIDaysHK2020) – it is the first-ever API event in Hong Kong connecting regional domain leaders in exchanging thought leadership in 3 perspectives – from Digital Transformation, API Technology to Developer Community.

Apidays Hong Kong has confirmed 40+ sessions with domain thought leaders from the east and west.

**Open Banking Track**

* Listen about the unique open banking opportunities in Hong Kong from speakers of HSBC, Rabobank, IBM, Nginx, Open Bank Project etc.

**API Architecture Track**

* Listen to how to better architect, protect & orchestrate APIs from speakers of Redhat, Kong, WSO2, Auth0, F5 Labs, AWS etc.

**Developer Experience Track**

* Understand how developer experience makes different to your API adoption strategy from speakers of Twitter, Xero, Twilio, Twitch, Mulesoft etc.

Don’t miss the opportunities to join the first API conference in Hong Kong with notable speakers from leading banks and technology companies. The full agenda can be found in the Apidays Hong Kong website (<https://bit.ly/APIDaysHK2020>) and register NOW to reserve your seat (<http://bit.ly/apidaysHK2020reg>)!