



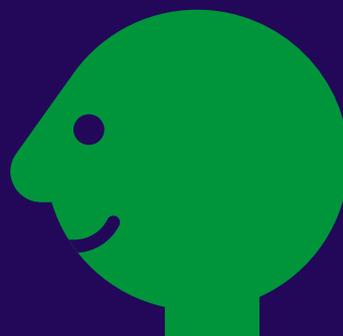
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Green careers guide

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I am Catherine Chen, the founder of AvantFaire Investment Management which focuses on impact investment. My company invests in private companies and funds that bring positive changes to the world and offer financial returns to investors. Green industries and climate change issues have been on my radar screen since I came to the U.K. to study at University College London. UCL not only provided me a quality environment to pursue academic excellence, but also offered me opportunities to develop macro views on global issues and to appreciate importance of cross-industry collaboration.

With degrees in economics and statistics, I stepped into the investment industry with a goal to use my financial knowledge to make the world a better place. After working in various financial institutions and proprietary projects in Canada and Asia, I perceive that ESG has been gradually moving to the center stage of global economy and people's living. I strongly believe that green finance will be the future. I thus ignite my entrepreneurial spirit, establish my impact investment company, and decide to take a front row seat on this paradigm shift. My work in green finance involves mitigation of climate change through impact investing and developing partnership. Climate change, at its extreme, will impact the global ecosystem as a whole. It is also about the continuation of mankind. It is the most important and urgent issue for all of us to handle together. Thus, I guide my company to work on two topics defined by the United Nations' Sustainable Development Goals, among others,

that concerns Sustainable cities (SDG 11), Climate Action (SDG 13) and Partnerships to achieve the Goal (SDG 17). As the CEO of my company, my focuses are slightly more strategic and macro, which usually involve private-public collaboration, engagement with various stakeholders, green policy advocacy and investor education through hosting events and podcast, particularly in countries where green policy is part of the current national agenda. Impact investment, in my perspective, is a multi-faceted discipline. It is a practical art of bettering the world.

I was fortunate enough to have chosen the correct subjects and the correct university to pursue my degrees. Economics and statistics are the foundational knowledges to understand how the global economic and business systems work. These are important training for me to make impact investing decisions, which are often complex and polymorphous by nature. UCL as my alma mater had also grown me to the next level. The diversity of its student body allowed me to develop awareness of differences in cultures, perspectives and interests where people skills and management of stakeholders are of essence in my daily work. The stringent academic standard, the diversity of subjects and the pursue of academic excellent make UCL home of many Nobel Prize winners.





Such environment motivated me to courageously take the entrepreneurship journey and to think big on my future initiatives. Apart from my academic exposure, my mentors and their encouragement were also determinants that guided me throughout my career. Good mentors do not come to me by chance, but it is more about my personal character and exposure. I enjoy travelling, learning new languages (9 so far), making long-lasting friends and appreciating new knowledges. I could say that there is no single factor that leads me to where I am currently. I would also like to take this opportunity to thank for the support from all my acquaintances. Of course, I am also looking forward to seeing more bright young men and women joining the green industry. Impact investment is a cross-sector theme where new joiners need to keep learning, be goal-oriented and add value. It also requires a balance of motivation and patience to succeed in the green industry. The world needs the young generation to make a change. Best of luck for all of us on our green journey.

