

# Karine Hirn

Partner & co-founder,  
East Capital

## Career

### Currently...

CEO of East Capital Asia, Chairperson of East Capital companies in Luxembourg, Chief Sustainability Officer for East Capital Group.

### Previously...

China Chief Representative in Shanghai and CEO of East Capital AB in Sweden. Prior to East Capital, I worked in banking and as a financial consultant in Nizhny-Novgorod and Moscow.

### Educationally...

A degree from EM Lyon in France and a post-grad degree from Institut d'Etudes Politiques, Paris. Also studied at the Moscow Financial Academy and Swedish School of Economics and Business Administration, Helsinki.

### Career highlight...

Moving to Shanghai in 2010 and the success we've had in onshore markets. When A-shares joined the MSCI indices I got to speak in front of the gong at the Shanghai Stock Exchange.

### Career lowlight...

The 1998 Russian market collapse. As a new company it was tough to survive, but we did and experiencing the crisis on the ground – and seeing the opportunities that emerged – was a big learning experience.



## Personal

### An international, multilingual family

I have a Finnish husband, one programming-obsessed 15-year-old son in Hong Kong, one climate-activist daughter about to study in the U.K., one cybersecurity-studying son in the U.S., and two Swedish ragdoll cats. I'm fluent in French, Russian, English and Swedish, and I'm learning Mandarin.

### Out-of-office

Travelling, especially to out-of-the-way places such as former nuclear testing grounds in Eastern Kazakhstan and North Korean metallurgy factories.

### Favourite working lunch

I prefer a working dim sum breakfast at the China Club in Hong Kong.

### Favourite after work activity

Hiking home from my office through the jungle on Hong Kong island, headlamp on, listening to a podcast and watching out for wild boars, giant spiders, porcupines and snakes.

**Personal goals**

Keep up my weekly exercise regime (one yoga class, one night hike, one jog, two gym workouts) and my WeChat-based Chinese class.

**Outlook****Big picture**

As CSO I'm focused on developing our ESG investing framework, implementing ESG processes within a newly-acquired fund management business in Sweden, and strengthening engagement with investor-led initiatives in Asia and Europe.

**Greatest opportunities right now**

Given global trade tensions, investors' interest is starting to shift to domestic investment stories in larger emerging markets less dependant on exports, and frontier markets where domestic growth and reforms are key triggers.

**Terminal Talk****How my team uses the Bloomberg Terminal\***

We are heavy Terminal users, relying on it to monitor markets, follow economic and corporate news, track the real-time performance of our portfolios, and see how our peers are doing. We also use it to support our fundamental research and for monitoring focus lists, data downloads and internal reporting production.

**Top functions**

PORT is a key one. We run functions directly or in a shared Launchpad for the investment team.

**Which other function would you struggle without?**

The use of API functions in Excel is critical for our investment team.

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