



# Beth Smits

*Head of Public Affairs & Communications, Asia Pacific,  
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Beth Smits is the Head of Public Affairs & Communications for the Asia Pacific region at SWIFT, based in Hong Kong. Beth and her team manage and advise on SWIFT's relationships with external and internal stakeholders around the world who can influence and contribute to the company's commercial and strategic goals. In 2010-2011 she ran the Channels team, managing relationships with the core segment of more than 1,200 customers across the region as well as communications and partner activities.

Prior to joining the Asia Pacific management team in January 2009 and moving to Hong Kong as Head of Communications for the region, Beth worked at SWIFT's worldwide headquarters in Belgium as senior product manager for SWIFT's portfolio of business intelligence tools. She joined SWIFT in April 2001 in the Corporate Communications department, holding both internal and external communications roles including Deputy Head of Corporate Communications.

Before joining SWIFT, Beth had a varied career in government and international affairs in the US and Europe, including with the US Department of Commerce, the 2000 presidential campaign of Vice President Al Gore and founding and running a trade and investment promotion centre for US companies in Central & Eastern Europe. She is a US citizen and the Vice-Chair of the EU-Hong Kong-Macau Financial Services Business Council.

## **About SWIFT**

SWIFT is a member-owned cooperative that provides the communications platform, products and services to connect over 10,000 banking organisations, securities institutions and corporate customers in 212 countries. SWIFT enables its users to exchange automated, standardised financial information securely and reliably, thereby lowering costs, reducing operational risk and eliminating operational inefficiencies. SWIFT also brings the financial community together to work collaboratively to shape market practice, define standards and debate issues of mutual interest. [www.swift.com](http://www.swift.com).

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