

# 5th Annual Private Wealth Management Forum Asia

**Going back to basics and re-orienting the business model to rebuild client trust**

**Save  
US\$300**

**Book before  
9 October  
2009**

(see back page  
for details)

- **Management and client-facing strategies for rebuilding client trust**
- **Re-orienting the business platform in light of regulation**
- **How are boutique banks and local banks pursuing the opportunities?**
- **Investment trends in tough times - reshaping your clients' portfolio**



**Featuring key speakers including:**

- **Kathryn Shih**, CEO Wealth Management Asia Pacific, UBS AG
- **Anuj Khanna**, Head of Private Banking, North Asia, Credit Suisse
- **Lok Yim**, Head of North Asia, Private Wealth Management, Deutsche Bank
- **Joanna Chu**, Head of North Asia, Barclays Wealth
- **David Hansson**, Head of Equity Derivatives Marketing Asia Ex-Japan, J.P. Morgan
- **Renato de Guzman**, Chief Executive Officer Asia Pacific, ING Asia Private Bank
- **Eng Huat Kong**, Managing Director, Global Wealth Management, Merrill Lynch International Bank
- **Peter Flavel**, Global Head, The Standard Chartered Private Bank
- **Bruce VonCannon**, Chief Representative, Banque Privée Edmond de Rothschild SA
- **Carol Pepper**, Chief Executive Officer and Founder, Pepper International LLC
- **Christian Stewart**, Managing Director, Family Legacy Asia (HK) Limited

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Asia-Pacific's high net worth individuals are forecast to have about **\$9 trillion** worth of assets in 2009, and despite losing 22.3% during this economic downturn, are expected to **overtake North America by 2013** in terms of the world's most prosperous region.

The sting of the financial crisis has led banks and regulators to move back to basics. And in the Private Wealth sector, rebuilding trust and client portfolios are top priority.

Euromoney Seminars' **5th Annual Private Wealth Management Forum Asia** is an opportunity for CEOs of private banks, boutique banks and family offices to come together with structured products specialists, business operations specialists, independent trustees and lawyers to discuss how to best serve their clients in the current environment.

Key issues to be discussed include:

- **Industry best practice** – learn from the best CEOs in the industry about their approach to wealth management, investment and building a business platform
- How are **regulators building a coherent policy framework** around private banks and how can their efforts shape your strategy?
- How are **boutique banks capitalising on the flight to safety** and how can they retain clients who have moved from other banks?
- Wealth preservation and when to cash in – **investment strategies** and asset classes that will help you rebuild client wealth and trust
- How can you take advantage of the **growing sophistication in succession planning** and where are the pitfalls when building a trust for clients?

This is an opportunity for you to shape business strategy and exchange ideas and perspectives with other industry players at this pivotal time. The world has changed and the industry is changing with it – will you be a part of the rebuilding process?

We look forward to welcoming you to Hong Kong in November.

[www.euromoneyseminars.com/PWMAAsia09](http://www.euromoneyseminars.com/PWMAAsia09)

## Day One: Monday, 23 November 2009

**08:30**

**Registration and morning refreshments**

**09:00**

**Chairman's opening remarks**

**09:15**

**Keynote address: Overcoming challenges for the Asian private banking industry**

- Trends in Asia's private banking industry in extraordinary market conditions
- Challenges for safeguarding your clients' wealth under the current market conditions
- Generating new clients amidst the intense competition
- Tapping the emerging private wealth of China and India

**Kathryn Shih**, CEO Wealth Management Asia Pacific, **UBS AG**

**09:45**

**Keynote address: Management strategies for rebuilding client trust**

- Client behaviour patterns over the last year
- Looking at the global, regional and local scales
- Which strategies fit which type of client?
- How can diverse local strategies be coordinated on a regional level?

**Anuj Khanna**, Head of Private Banking, North Asia, **Credit Suisse**

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**10:10**

**Private bankers panel: How has business best practice developed?**

- Developing a new private banking model in the face of new regulation and current market conditions
- Generating and retaining your clients
- Strategies for rebuilding client trust
- Fee structures – balancing a fee-based and a transaction-based model
- How to reconcile client and shareholder needs
- Dealing with reputational risks
- What skills are required to become a trusted advisor?
- How can private banks encourage and nurture new talent?
- Inorganic growth vs. organic growth models

**Bruce VonCannon**, Chief Representative, **Banque Privée Edmond de Rothschild SA**

**Eng Huat Kong**, Managing Director, Global Wealth Management, **Merrill Lynch International Bank**

**Joanna Chu**, Head of North Asia, **Barclays Wealth**

**Peter Flavel**, Global Head, **The Standard Chartered Private Bank**

**Renato de Guzman**, Chief Executive Officer Asia Pacific, **ING Asia Private Bank**

**Lok Yim**, Head of North Asia, Private Wealth Management, **Deutsche Bank**

**10:55**

**Morning coffee break**

**11:35**

**Understanding different fund strategies and doing appropriate due diligence on behalf of clients**

- What is the new landscape of the funds sector?
- Diversification vs. specialisation strategies
- Putting your clients mind at rest – how can private banks do due diligence on funds?
- How can funds help a portfolio in times of volatility?
- Identifying good fund management and good fund managers

**12:05**

**A shift towards bonds, currencies and gold-linked investments**

- Measuring risk appetites and managing client expectations
- Diversifying portfolios and asset allocation strategies
- Choosing the right ETF and fitting it into a portfolio
- The decline of the hedge fund – what types of funds are best to invest in today?
- Commodities as an investment in a resource scarce world
- Is it safest to keep capital as cash and currency linked products?
- Back to basics – what are the preferred ways to measure credit risk?
- Is equity still a long term investment?
- Can investments deliver expected returns without leverage?

**Carol Pepper**, Chief Executive Officer and Founder, **Pepper International LLC**

**12:50**

**Lunch**

**14:10**

**Is the downturn an opportunity for boutique private banks?**

- Where are their new clients coming from?
- How can boutique banks differentiate themselves?
- Trends in open architecture and what that means for boutique banks
- Getting access to products

**Bruce VonCannon**, Chief Representative, **Banque Privée Edmond de Rothschild SA**

# Health Management Forum Asia

**14:40**

## Panel discussion: Institutionalisation of wealth through family offices

- Growth markets in Singapore and Hong Kong
- Who is providing client services – private banks or independent offices?
- How price sensitive is the market for family offices?

**Christian Stewart**, Managing Director, **Family Legacy Asia (HK) Limited**  
**Roy Chen**, Chairman & CEO, **Grace Financial Limited**  
**Carol Pepper**, Chief Executive Officer and Founder, **Pepper International LLC**

**15:30**

## Afternoon tea break

**16:00**

## Winning local Asian clients in the current climate

- Has moving onshore as a growth strategy worked?
- Client driven collaboration with other private banks
- How important is brand name and service?
- Organic vs. inorganic growth

**Stephen Richards Evans**, Regional Head,  
The Standard Chartered Private Bank, North East Asia

**16:30**

## Responding to risk aversion of trustees

- Different approaches to risk aversion
- What can be included in a trust?
- How can independent trustees differentiate themselves from big private banks?
- How is documentation being tightened up to define responsibility for risk?
- The complications of including entrepreneurial activities in trusts

**Samantha Bradley**, Partner, **Withers Worldwide**

**17:00**

## Chairman's closing remarks followed by drinks reception

## Day Two: Tuesday, 24 November 2009

**08:30**

## Morning refreshments

**09:00**

## Chairman's opening remarks

**09:15**

## The future of structured products – trust, transparency and trends

- Growth, fall and rebound of structured products volumes globally
- Demand and regional differences in Asia with a global perspective
- Responding to a greater awareness of counter-party risk
- How will flow products generate revenue?
- The need for transparency
- What does the future hold for structured products as an asset class?

**David Hansson**, Head of Equity Derivatives Marketing Asia Ex-Japan,  
J.P. Morgan

**09:45**

## Panel discussion: Niche markets – making money in unexpected ways

- Predicting trends in niche markets
- Exploiting illiquid market conditions through niche investments?
- How can niche and highly specialised products fit into a portfolio?
- Can specialised products really be structured so they are crisis proof?
- What to look for when investing in a specialised niche fund

**Manuel Gerber**, Art Market Investment Advisor  
**Andrew della Casa**, Director, **The Wine Investment Fund**

**10:15**

## Trends and core issues in succession planning

- What is succession planning?
- Dealing with governance issues
- Tax issues when the family is a multinational family
- What can go wrong?
- The issues when the business is included in the trust
- Avoiding disputes and dealing with them when they do arise

**Mimi Hutton**, Partner, **Withers Worldwide**, Head of Hong Kong Branch,  
STEP

**10:45**

## Morning coffee break

**11:10**

## What are the effects of compliance and regulation on reshaping the business platform?

- The importance of a well-informed and competent marketing officer
- Policy reactions to the Lehman Brothers bankruptcy
- Hong Kong working group results
- What are the internal shifts within private banks?
- Clarification of liability documentation

**11:40**

## Tax considerations in wealth management for non-resident Indians

- How will the new OECD tax regulations impact Asian private wealth?
- Establishing the objectives of clients
- Identifying the correct tools and using them effectively
- What has to be considered when managing both onshore and offshore wealth?

**12:15**

## Chairman's closing remarks and close of conference followed by lunch

## TO REGISTER:

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## Registration Fees

	Standard Conference Fee	Early Registration Fee (before 9 October 2009)
One Delegate	<input type="radio"/> US\$1,999	<input type="radio"/> US\$1,699 (save US\$300)

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## Administrative Information

### Venue:

Renaissance Harbour View Hotel  
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### Travel & Accommodation:

Euromoney Seminars has negotiated a special group rate at the Renaissance Harbour View Hotel for conference attendees. Full details will be provided with the joining instructions sent on receipt of booking. If you have any questions in this regard, please contact Karen Au, Logistics Manager on (HK) +852 2842 6955 or email [karen.au@euromoneyasia.com](mailto:karen.au@euromoneyasia.com).

**Cancellation policy:** If you cannot attend you must cancel your registration in writing by 6 November 2009 to receive a refund less a 10% administration charge. We cannot accept verbal cancellations. **Cancellations received after 6 November 2009 are liable for the full conference fee.** We suggest you send a substitute to attend in your place at no extra charge.

**Registration fee:** The registration fee includes participation in the conference, lunch and documentation material, which will be distributed at the beginning of the event. All bookings are considered binding on receipt of the booking form.

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