

# Private Wealth Management & Family Office

## Maximising your opportunities in the world's fastest growing pool of wealth...

Pan Pacific Orchard Hotel,  
Singapore

25th & 26th November 2010

## “Winning back the trust of HNWI’s”



Private wealth management firms have had to face numerous challenges as a result of the financial crisis. Lots of HNWI's have lost their faith and trust in private banks and it has become difficult for private banks to acquire clients and retain existing clients has been a huge test. There are ever changing regulations to make sure there is enough transparency provided for the clients in terms of investments and fees. Investment strategies overall have changed to make sure they cater to the needs of the client.

This **marcus evans** conference will provide an opportunity for private wealth managers to receive and share information on the plethora of issues affecting the sector including value added services, tax changes and regimes, family office services, succession planning, trust services, investment trends etc.

### Featuring an optional pre-conference workshop on 24th November 2010

#### Investment Risk Mitigation Strategies for your Private Client

Led by:

**Dr Yuan Cheng Qiu**

Senior Portfolio Risk Manager at a Global Investment Firm

### In the Chair:

Day One

**Peter Moertl**

Managing Director

**BNY Mellon International Wealth, UK**

Day Two

**Ashok Rajan**

Head Investment Policy, UHNH Investment Office

**Merrill Lynch Global Private Client, USA**

### Your Expert Speaker Panel:

**Ashok Rajan**

Head Investment Policy  
UHNH Investment Office

**Merrill Lynch Global Private Client, USA**

**Peter Moertl**

Managing Director

**BNY Mellon International Wealth, UK**

**Jenny Santi**

Head Philanthropy Services

**UBS, Singapore**

**Arnout Van Rijn**

Chief Investment Officer, Asia  
**Robeco Hong Kong Limited, Hong Kong**

**Erik Wilgenhof Plante**

Head of Compliance  
**DZ PRIVATBANK, Singapore**

**Edwin Lim**

Head of Private Banking  
**DBS, Hong Kong**

**Terry Alan Farris**

**Family Office and Philanthropies Advisor**

**Keith Harrison**

Head of Asia Pacific & Branch Manager

**Bank Hapoalim, Singapore**

**Christian Stewart**

Managing Director  
**Family Legacy Asia, Hong Kong**

**Woon Shiu Lee**

Executive Director & Head of Wealth Planning,  
Trust & Insurance

**Bank of Singapore, Singapore**

**Amit Shah**

Executive Director  
**IIFL Private Wealth Management**

**Priya Viswanath**

Co-Founder  
**Dāna Asia**  
Board Member  
**Asia Pacific Philanthropic Consortium**

**Christopher Tan**

Chief Executive Officer  
**Provident, Singapore**

### Gain Insights Into Vital Issues:

- Increasing the Transparency of your Investment Strategies & Pricing Structure to Boost HNWI Client Confidence
- Best Strategies for the Acquisition and Retention of HNWI Clients Through the Rebuilding of Trust
- Strengthening Customer Confidence through a Solid Risk Framework
- Opportunities for Wealth Accumulation in Alternative Investments
- Ensuring Compliance to Developing Regulatory Requirements Impacting Wealth Management
- Best-Practice Tax Management strategies for your Private Clients' Wealth
- Family Office Services in Private Banking

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Official Magazine

**FinancialWealth**

The leading wealth management magazine in asia pacific

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## Wednesday 24th November 2010

12.30 Registration and Afternoon Tea

### 13.00 **Workshop**

#### **Investment Risk Mitigation Strategies for your Private Client**

- Introduction
  - Rethinking investment decision-making in the wake of the Global Financial Crisis (GFC)
  - Back to basics after sifting through the wreckage of long-held theories and developing new ideas
  - Restoring and enhancing clients' trust and expectations
- Managing risk throughout the investment life cycle
  - A risk-based performance approach to investing
  - Dimensions of risk-based investing
  - Combining long term objectives and short term constraints through a risk-based performance approach to investing
- Strategic and tactical asset allocation
  - Room for active and passive management
  - Dynamic asset allocation strategies
- Determining the clients' appetite for risk
  - Identifying risk & return objectives
  - Ensuring compliance to regulatory requirements impacting investment strategies for HNW clients
- Establishing a company-wide holistic approach to risk management
  - Analysing the risks and benefits of an integrated approach across functions to risk management
  - Best-practice hedging strategies for your investments
  - Making the best use of technology to mitigate and manage investment risk
- Risk modeling and validation techniques
  - Setting parameters for your risk modeling, stress testing and scenario analysis
  - Effectively gathering and using quantitative and qualitative data in your risk management framework

Led By:

**Dr Yuan Cheng Qiu**

Senior Portfolio Risk Manager at a Global Investment Firm

17.00 Close of Workshop

### Who Should Attend?

#### Directors, Heads and Managers of:

- Private Banking
- Family Office
- Investment Advisory
- Trust
- Wealth Management
- Investments
- Client Relationship

#### Consultancies

##### *Heads, Managers, Partners, Directors & Presidents of...*

- Private bank Consultants
- Sales & Marketing
- Tax Consultants
- Business/Product Development

#### Software Providers

##### *Heads, Managers and Directors of...*

- New Markets
- Sales & Marketing
- Financial Services
- Technology Solutions
- Business / Product Development
- Banking
- Financial Technology

### About the Official Magazine

**Financial Wealth Magazine** is a wealth management monthly publication dedicated as a driving force for wealth creation in Asia Pacific. Financial Wealth Magazine (FWM) is a Wealth Management Magazine, distributed in 20 countries across Asia Pacific Region. The key roles of FWM are as Business strategies for banking and finance, Investment and business opportunities for both financial and non-financial industry, a guide to unique and luxury investments. FWM is a business vehicle for investors in Asia Pacific, acts as business match maker in meeting your business needs across Asia Pacific region and serves HNWI community for their Wealth Management needs.

### About the Media Partners

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## Thursday 25th November 2010

08.30 Registration and Morning Coffee

09.00 Chairman's Opening Remarks

**Peter Moertl**

Managing Director

**BNY Mellon International Wealth Management, UK**

### Restoring Client Trust

09.10 **Best Strategies for the Acquisition and Retention of HNWI Clients Through the Rebuilding of Trust**

- Managing the clients' expectations and establishing loyalty
- Adopting the best wealth management model
- Measuring the effectiveness of your current Customer Relationship Management (CRM) framework to ensure its success
- Accurate client segmentation for enhanced CRM
- Innovative product development to capture the growing HNWI market
- Developing an effective risk management framework

**Peter Moertl**

Managing Director

**BNY Mellon International Wealth Management, UK**

09.50 **Strengthening Customer Confidence through a Solid Risk Framework**

- Developing an effective risk management framework
- Determining your clients' risk appetite
- Protecting the client against long term risks and liabilities whilst mitigating short term market falls
- ALM as a tool to manage and mitigate risk
- Providing portfolio diversification for your clients needs

**Keith Harrison**

Head of Asia Pacific & Branch Manager

**Bank Hapoalim, Singapore**

10.30 Morning Coffee

11.00 **Delivering Focused Value-Added Services to Help Re-Engage the Private Client with your Institution**

- What are the benefits of providing value added services for the clients?
  - Focused wealth management vs. broader wealth management
- Exploring the value of particular added services
  - Business schools for the younger generation
  - Inheritance Planning
  - Financial education
- Philanthropy Services

**Terry Alan Farris**

**Family Office and Philanthropies Advisor**

11.40 **Panel Discussion**

**How Can We Best Win Back the Trust of the HNWI through the value added services?**

Panelists:

**Jenny Santi**

Head Philanthropy Services

**UBS, Singapore**

**Terry Alan Farris**

**Family Office and Philanthropies Advisor**

**Keith Harrison**

Head of Asia/Pacific & Branch Manager

**Bank Hapoalim, Singapore**

**Peter Moertl**

Managing Director

**BNY Mellon International Wealth Management, UK**

12.20 Lunch

### Investment

13.40 **Traditional Investment Strategies**

- Macro-economic outlook for debt & equity
- Where is the HNWI client opting to invest in a nervous investment environment?
- Investments in emerging markets
- Managing volatility

**Arnout Van Rijn**

Chief Investment Officer, Asia

**Robeco Hong Kong Limited, Hong Kong**

14.20 **Enterprising India – The Land of Opportunities!**

- Macro Economic Outlook
  - Overview
  - Policy Reforms
  - Growth Drivers
- FII & Global HNI Investment opportunity in the Indian Arena
  - Equities
  - Fixed Income
  - Real Estate
- Progressive Regulatory Framework for International Investors

**Amit Shah**

Executive Director

**IIFL Private Wealth Management**

15.00 **Philanthropy: Emerging Trends in the Asia Pacific Region**

- Philanthropy's traditions
- Why philanthropy?
- Snapshots - Global & Asian philanthropy: Trends, Challenges
- Philanthropy practice- Individual & Family Philanthropy, Women's Philanthropy, Diaspora Philanthropy, Corporate Philanthropy and Other Philanthropic Support,
- Emerging Trends: Private Wealth Individuals
  - Strategic Philanthropy
  - Social Investing
  - Role of Wealth Advisors

**Priya Viswanath**

Co-Founder

**Dāna Asia**

Board Member

**Asia Pacific Philanthropic Consortium**

15.40 Chairman's Closing Remarks and Close of Day One

## Friday 26th November 2010

08.30 Registration and Morning Coffee

09.00 Chairman's Opening Remarks

**Ashok Rajan**

Head Investment Policy, UHNH Investment Office  
Merrill Lynch Global Private Client, USA

### Tax & Regulatory

09.10 **Keynote Address**

#### **Increasing the Transparency of your Investment Strategies & Pricing Structure to Boost HNW Client Confidence**

- Client demands for greater transparency
- Regulatory requirements for transparency of investments and fees
- Practical strategies for improving the transparency of your investment frameworks and fee structuring
- Eradicating the hidden costs
- Clear client communication

**Ashok Rajan**

Head Investment Policy, UHNH Investment Office  
Merrill Lynch Global Private Client, USA

09.50 **Ensuring Compliance to Developing Regulatory Requirements Impacting Wealth Management**

- Exploring the principle regulatory changes impacting the private banker
  - Business Models
  - Transparency of investment products
  - Risk Management
- Practical challenges of compliance to developing regulations
- How will the regulatory changes benefit the private banks and the clients?

**Erik Wilgenhof Plante**

Head of Compliance  
DZ PRIVATBANK, Singapore

10.30 Morning Coffee

11.00 **Implications of the OECD guidelines on Exchange of Tax Information Regimes in Asia**

- Analysis of the main OECD changes with regards to the cross border exchange of tax information
- Exploring the impact of the OECD guidelines on key Asian private banking centres
- Comparative case study of legislative response: HK vs Singapore
- What's next: The case for compliant structuring

**Woon Shiu Lee**

Executive Director & Head of Wealth Planning, Trust & Insurance  
Bank of Singapore, Singapore

11.40 **Succession Planning Strategies for your HNW Clients**

- Engaging the next generation to ensure customer loyalty
- Meeting the differing needs and demands of the younger generation
- Providing financial education for the next generation of clients
- Passing on the wealth through life insurance and death benefit products
- Wealth preservation
- Promoting good relationships and coordination between the family generations to ensure smooth transition of the family business and wealth.

**Christian Stewart**

Managing Director  
Family Legacy Asia, Hong Kong

12.20 Lunch

### Family Office & Succession Planning

13.40 **Maximising the Opportunities in the Booming Chinese Wealth Management Sector**

- Exploring the difficulties & limitations of the current private banking framework in China
  - Business Models
  - Regulatory obstacles
  - Cultural differences
- Overcoming the obstacles for setting up in China
  - Potential for private banking partnership

**Edwin Lim**

Head of Private Banking  
DBS, Hong Kong

14.20 **How an Independent Wealth Management Firm Differentiates and Competes in the Competitive Wealth Management Industry**

- Learning how to be purpose-driven and not profit-driven
- Ensuring that the corporate purpose permeate the entire organization, to different departments, people and even work for the clients
- Using corporate purpose to cope with the Great Financial Crisis and grow stronger beyond it

**Christopher Tan**

Chief Executive Officer  
Provident, Singapore

15.00 Chairman's Closing Remarks and Close of Conference

### Why you cannot miss this event

This event will provide a detailed look into how transparency can be achieved in terms of investment products. With the clients losing their trust in the private banks, it's essential that banks are doing enough to win back trust of the clients; hence we will be looking into the different strategies banks are using to re-establish the trust.

As a result of recession the risk appetite of the clients has declined. We will be looking at the ways in which banks can cater for clients in accordance with their risk appetite by providing them with the right kind of investment products. In this regard regulatory bodies also have done their part by coming up with a series of regulatory changes to ensure there is wealth preservation; hence we will be looking into these regulatory and tax changes.

Delegates will have the unique opportunity to benchmark their risk management strategies with their competitors as well as hear of the latest developments in implementing techniques from the best in the industry.

With all the developments in changes, there is a need for the innovation in product development, so we will be discussing about different ways of developing a product in accordance with the new developments.

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**marcus evans** would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.