

# 2nd Annual Wealth Management Asia

Building and enhancing client/organisation loyalty while improving product portfolios within an integrated financial advisory framework

Pan Pacific Bangkok

26th & 27th November 2007

***“Parsimony... is the immediate cause of the increase of capital... whatever industry might acquire, if parsimony did not save and store up, the capital would never be the greater”***

Adam Smith

Marketing an integrated, high rate of return financial advisory service and product portfolio to Asia's and the world's wealthy

  
marcusevans

## Key Benefits of Attending this event:

- **Increasing** the value of talent pool while reducing talent churn
- **Product** portfolio diversification to individual target market segments
- **Panel** discussions on current important issues
- **Featured** case studies from internationally renowned private banks
- **Government** participation at the highest levels
- **Profitably** integrating alternative investments into current product portfolios
- **Changing** your wealth management paradigm for the better: From sales to advisory
- **Attracting** and maintaining today's wealthy clients through the bottom-line: Target market and marketing strategies
- **Switching** loyalties: Cementing clients' relationships and asset portfolios to the organisation, not just the manager

## Testimonials from previous marcus evans wealth management and private banking conferences

*“The management of events is very good”*  
**Bank Negara Indonesia**

*“Well arranged for international event organiser category, good in finding practical speakers to provide practical skills & experience”*  
**United Overseas Bank**

*“This event is very good. I got a lot of interesting and down to earth thoughts from qualified experienced practitioners”*  
**PT Bank Rakyat Indonesia**

## Your illustrious chairs for the conference

**Saurabh Mishra** Vice President- Alternate Channels  
**Tata AIG Life**

**Dr Angelo Vernardos** Executive Director  
**Heritage Trust Group**

## Your distinguished panel of speakers

**Tan Meng Wei** Senior Director, Strategy & Implementation  
**Standard Chartered Private Bank**

**Teh Cheah May** Executive Vice President and Head, Wealth Management  
**Maybank**

**Erik Wilgenhof Plante** Assistant Vice President of Group Compliance  
**ABN Amro Bank**

**Kurt Schenk** Managing Director  
**EFG Bank**

**Yap Ming Hui** Founder and Managing Director  
**Whitman Independent Advisors**

**Simon Hookway** Managing Director  
**MSS Capital**

**Edward Pantani** Marketing Director  
**Royal Siam Trust**

**Lee Chiwi** Chief Executive Officer  
**British and Malayan Trustees Ltd**

**Sebastien Leblond** Senior Advisor  
**Financial Partners**  
*President Leblond and Associates*

**Patrick Holert** Managing Director  
**Sun Capital Research**

**Khoo Wei Lii** Senior Manager - Financial Services Industry Practice of Banking and Corporate Marketing  
**PricewaterhouseCoopers**

**Tim Bass** Managing Director  
**SilkRoad Asia Co. Ltd**

## Endorsers



## Media Partners

**Private**  
**BANKING**  
WWW.PRIVATEBANKING.COM

**EU Bankers.Net**

Click here to  
subscribe to  
your morning and  
evening newsletter

## Supporting Publication



**\*Early Bird & Group Discounts**  
Ask about our savings

## Monday 26th November 2007

## 0830 Registration &amp; refreshments

## 0900 Opening remarks by chairman

**Saurabh Mishra** Vice President- Alternate Channels  
**Tata AIG Life**

## 0915 Session One – Case Study

**Profitably integrating alternative investments into current product portfolios**

As wealth management clients worldwide become more affluent as well as informed and discerning, financial institutions are starting to branch out from the usual asset management vehicles to the more eclectic ones. This session will delve into the intricacies of alternative investment vehicles and how to best include them in your product offerings

- Making the case for hedge funds and private equity
- Investing in long-term stable and appreciating real estate
- Expertly adding artistic collectibles for your clients' preferences
- Extending your product range through offering fine wine portfolios

**Simon Hookway** Managing Director  
**MSS Capital**

## Advanced Product Portfolio Diversification

## 1000 Session Two – Expert Presentation

**Staying on top of Personal Investment Trusts**

Investment Trusts are very mature products within wealth management portfolios in the United States, because clients can benefit immeasurably if this can be set up right. They are also part of a well-thought-out succession plan. Through this session, you will learn and understand the ins and outs of trust accounts; what the tips and tricks are of setting up, maintaining and getting the best out of this product line

- Positioning personal investment trusts appropriately within product portfolios
- Overcoming fiscal and regulatory challenges
- Setting up and customising the most favourable accounts according to your clients' needs
- Legally and ethically reducing costs and increasing returns from trusts

**Lee Chiwi** Chief Executive Officer  
**British and Malayan Trustees Ltd**

## 1045 Morning refreshments and networking break

## 1115 Session Three – Case Study

**Assuring the safety of your clients' lives and assets: The case for life, property and income protection insurance**

Insurance is the perfect complement to any wealth management plan as it not only provides a risk mitigating/avoidance factor, but also enables easier and methodical succession planning. With many banks around Asia Pacific now having bancassurance partnerships, or an insurance subsidiary, this session will give your organisation the best way to set up a mutually beneficial arrangement for all parties involved, most of all your clients

- Choosing the proper life insurance for your clients' succession plans
- Providing sufficient coverage for your clients' assets
- Adding insurance into product portfolios as an investment tool

**Saurabh Mishra** Vice President- Alternate Channels  
**Tata AIG Life**

## 1200 Networking Luncheon

## 1330 Session Four – Keynote Presentation

**Managing and creating wealth: The current state of private banking and wealth management in Asia Pacific**

Wealth management has become a more important source of revenue for most commercial banks and financial institutions. With the emergence of two industrial and financial powerhouses in India and China, Asia Pacific is set to become the favoured place for wealthy investors to place their assets. This session will enable you to discover the various different locations and organisation preferred by such clients and how you can emulate their success

- Assessing and utilising regional and national fundamentals
- Tracking different overall investment strategies in use by wealth managers across the region
- Improving portfolio performance within relevant regulatory frameworks
- Marketing Asia Pacific private banking services to the world's wealthy

**Tan Meng Wei** Senior Director, Strategy & Implementation  
**Standard Chartered Private Bank**

## 1415 Session Five – Case Study

**Evaluating and increasing the performance of structured products and other standard financial instruments in the wealth management framework**

With most (if not all) asset portfolios incorporating stocks, bonds, as well as structured products such as futures, options and other derivatives, it is essential for every banking and financial institution to ensure that these products are as high-performing as possible. Throughout this session, you will explore the intricacies of the global forex, stocks, commodities and other markets, as well as how to enhance the value of your clients' investments in these areas

- Closely monitoring performance of key indices and fundamentals
- Boosting profits from currency trading
- Assessing the use of structured products in client portfolios
- Riding the globally volatile stock market to long-term profit
- Providing private equity as an optional investment

**Edward Pantani** Marketing Director  
**Royal Siam Trust**

## 1500 Session Six – Panel Discussion

**Changing your wealth management paradigm for the better: From sales to advisory**

As the business of private banking and wealth management matures, it is inevitable that there will be a shift in the way business is conducted; from simply aggregating and/or bundling the products and services offered by your financial organisation, to being a single-point contact for all of your clients' investments, including those in other institutions. This session will enable you to navigate that long and sometimes challenging path from being in sales-mode to that of being a financial advisor and planner

- Assessing the transition: Is the financial planning paradigm for your organisation?
- Building better relationships with complementary partners
- Retraining your staff for the new business model – open architecture is the way of the future
- Setting a mutually beneficial services fee structure

Moderator:

**Kurt Schenk** Managing Director  
**EFG Bank**

## 1545 Afternoon refreshments and networking break

## Appropriate Target Market Identification and Segmentation

## 1615 Session Seven – Case Study

**Attracting and maintaining today's wealthy clients through the bottom line: Target market and marketing strategies**

The common problem faced by all wealth managers and private bankers is how to obtain maximum profitability from the largest number of people possible. One of the ways in which this can be achieved is through targeting the appropriate customers with the right value proposition, and then keeping them with you with loyalty incentives. Throughout this session, you will not only gain insights into how this translates into practical strategies and processes, but also how you can maintain their patronage as they progress through the various categories of wealth

- Identifying and understanding your target market
- Designing a value proposition your target market can't refuse
- Ensuring a complete product and service architecture
- Retaining your loyal customers, not just attracting new ones
- Profiling your professional image

**Yap Ming Hui** Founder and Managing Director  
**Whitman Independent Advisors**

## 1700 Closing remarks from the Chairman and end of Day One

## Why you cannot miss this event

Wealth management and private banking are rapidly growing and maturing industries in Asia. The wealth of millionaires in Asia is expected to grow by 6.7 percent a year through 2010, compared with a global average of 6 percent. In 2005, the Asia-Pacific region had 2.4 million high-net-worth individuals -- people with more than \$1 million in financial assets excluding their homes - with total financial wealth of \$7.6 trillion. In Asia, 16,800 people are included in the ranks of ultra-rich, those with more than \$30 million in financial assets. That made up about one-fifth of the world's ultra-rich. Asia's 115 billionaires are worth a collective \$364 billion, according to Forbes magazine. India's 23 billionaires are worth nearly \$100 billion, and China's 10 billionaires are worth \$12 billion.

**marcusevans'** Wealth Management Asia conference, the 2nd annual in Thailand, will provide the opportunities for you to garner unique insights into strategies to achieve the optimal point between providing quality products and services while maintaining and improving your organisation's business performance in the quest of becoming market leaders in Asia Pacific wealth management. This conference will enable you to successfully establish and position yourselves in Asia Pacific, the fastest growing wealth management market in the world, by staying ahead of competitors and continuously meeting demands and expectations of today's High Net Worth Individuals (HNWIs).

## Who should attend

CEOs, COOs, CFOs, Presidents/(Executive) Chairs, (Exec) VPs, MDs, Heads and (General) Managers of

- Private Banking
- Private Client Services
- Customer Relationship Management
- Investment Management
- Business Development
- Fund Managers
- Commodities Sales
- Private Equity Sales
- Derivatives Sales
- Priority Banking
- Wealth Management
- Client Strategies
- Product Development
- Sales & Marketing
- Fixed Income and Equity Wealth Products
- Structured Product Sales
- Property Investment Sales
- Insurance

From Consultants and Service Providers

- Software providers
- Wealth management academies
- Associations

## Tuesday 27th November 2007

### 0830 Registration and refreshments

### 0900 Opening remarks by chairman Dr Angelo Vernardos Executive Director Heritage Trust Group

### 0915 Session One – Case Study Managing wealth in Asia Pacific the Islamic way

There has been a great deal of interest in Islamic banking and finance recently, especially in regions such as the Middle East and South East Asia. Wealthy Muslim individuals and families are starting to seek Shariah-compliant financial vehicles through which to invest their money. With already over 250 Billion USD worth of assets in the Islamic system, this represents a substantial and ideal target market. This session explores the details of such a system and provides you with the necessary insights and tactics to implement a Muslim-friendly wealth management program

- Integrating principles of Islamic banking in wealth management initiatives
- Ensuring complete compliance with Sharia law
- Checking out Islamic finance in SEA countries
- Islamic product classes

**Dr Angelo Vernardos** Executive Director  
Heritage Trust Group

### 1000 Session Two – Case Study Building an integrated wealth management programme in tomorrow's leading Asian Private Bank

Presenting their findings from the PwC 2007 Global Private Banking/Wealth Management Survey, Khoo Wei Lii will present key private banking trends in Asia, and provide their perspective on what it takes to be Tomorrow's Leading Asian Private Bank, around the five pillars of Strategy, Client, People, Process, Organisation. This session is geared towards enabling your organisation to evaluate your business set up is adequate in gearing yourself up ensure a consistent reputation for equitable treatment, no matter which part of the financial spectrum your clients are in

- Servicing your clients fairly
- Providing products and services tailored to each market segment under consideration
- Training and holding your staff to the highest standards of professionalism
- Positioning your programme and your people as a one-stop shop for your clients' every financial need

**Khoo Wei Lii** Senior Manager - Financial Services Industry Practice of Banking and Corporate Marketing  
PricewaterhouseCoopers

### 1045 Morning refreshments and networking break

### 1115 Session Three – Case Study Switching loyalties: Cementing clients' relationships and asset portfolios to the organisation, not just the manager

Every financial organisation wants their clients to stay with them, and not their managers. "Old money" in Asia especially may have had long-term relationships with their advisors, and the challenge is to retain their portfolios even if these long-time staff retire or resign. During this session, you will hear from a successful banking institution that has managed to get this right, and how they managed to make their customers loyal to the organisation

- Focusing on your organisation's corporate image, reputation and performance
- Retaining market leadership in product range, service offerings and value-for money
- Ensuring the best performance from the client portfolio, regardless of where the products come from

**Teh Cheah May** Executive Vice President and Head, Wealth Management  
Maybank

### 1200 Networking Luncheon

### About the Media Partner

The vision and Mission of **The European Banking News Network** is to provide our subscribers with, accurate, relevant, timely news, strategic analysis and business critical information on all issues taking place within the financial services sector.

The site provides information on the following five key areas:

- Banking news
- Wealth Management news
- Compliance & Legal news
- Financial IT news
- Offshore jurisdiction news
- Alternative Investment News

Visit [http://www.eubankers.net/eu\\_register.php?what=trial](http://www.eubankers.net/eu_register.php?what=trial) and avail of our 30-FREE TRIAL

**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.

## Organisational Intelligence and Challenges

### 1315 Session Four – Group Exercise Putting investment and portfolio management theory into practice

Many wealth managers today come out of the various academies and educational institutions well-armed with the theories on how to manage their clients' assets, as well as their clients themselves. But they now have to turn this into real-world experience, and this is where their performance is evaluated. This special group exercise will delve into how all that theory works out in today's global financial environment

**Sebastien Leblond** Senior Advisor  
Financial Partners  
President Leblond and Associates

### 1415 Session Five Using a crystal ball: Predicting, charting and exploiting market and investment trends

In order to remain competitive, maintain market share and move ahead, your organisation must be able to predict investment trends, and see how financial markets respond to current events. This session will empower your organisation with the abilities of foresight and pre-emptive tactics

- Getting the best financial analysis and tools
- Constantly monitoring standard and new media for up-to-date global news
- Keeping on top of local, regional and global legislature and fiscal policies
- Insulating yourself from market shocks

**Patrick Holert** Managing Director  
Sun Capital Research

### 1500 Session Six – Case Study Using Information Technology to detect opportunities and threats in wealth management

Managing risk and exploiting financial opportunities are converging as complementary business models in today's Internet dependent world. High net worth (HNW) individuals, in particular, expect state-of-the-art real-time asset and risk management services. This creates a demand for a more aware and proactive stance towards threat and opportunity detection. Your organisation must be prepared to respond accurately and swiftly to unpredictable events, news, emergencies and rapidly changing market conditions in order to safeguard your investors' assets and also to protect your corporate reputation. This session delves into this critical part of wealth management:

- Perusing the state-of-the-art in real-time event processing
- Integrating the practices of data mining, profiling and real-time detection
- Modelling risks and opportunities in software in order to better manage them
- Case studies of real-time threat detection, including AML and fraud detection
- Case studies of real-time opportunity detection with white box cybertrading platforms

**Tim Bass** Managing Director  
SilkRoad Asia Co. Ltd

### 1545 Session Seven – Extended Case Study Mapping the way ahead: Regulatory and policy problems and challenges under the microscope

It is a fundamental reality that the global wealth management market depends on an investment climate that is relatively free of government oversight and loose policy constraints, such as that of Switzerland, Liechtenstein and in Asia Pacific, Singapore. During this special session, you will hear from ABN Amro, discussing country-specific issues as well as the ways and means to overcome any challenges faced along the way

- Optimising the cost of compliance with the different types of regulations in the financial market
- Maintaining the highest level of ethical behaviour: Avoiding any hint of fraudulent and money-laundering activities
- Duplicating the successes of European financial/banking hubs in Asia Pacific
- Attracting wealthy clients globally within current regulatory constraints
- Profiting under favourable regional taxation regimes
- Investing in countries and regions that provide economic incentives for business growth

**Erik Wilgenhof Plante** Assistant Vice President of Group Compliance  
ABN Amro Bank

\* Afternoon refreshments from 1615 to 1645

### 1730 Closing remarks by the Chairman and end of the conference

### About the Endorser

**The American Academy of Financial Management (tm)** is the world's fastest growing professional association with members in over 145 countries hosting and organizing certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria. AAFM is in alliance with the top 560 business schools in the world and is officially listed on the NASD and US Department of Labor Websites.

**The Wealth Management Association (WMA)** was established in response to the growing market demands for continual training programs as well as professional enhancement opportunities for the growing wealth management market. A society registered with the Registry of Societies of Singapore, WMA has members in countries throughout the world including the USA, UK, Australia, China, Taiwan, Hong Kong, Malaysia and Singapore.