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Prices, packages and
registration form
on page 7

Hear from:



Ernesto de la Fé
Managing Director and
Head of Latin America
**Morgan Stanley Private
Wealth Management**



Christopher J. Wolfe
Chief Investment Officer,
Private Banking and Investment
Merrill Lynch



Seno Brill
Head of International Private
Wealth Management
SunTrust Banks, Inc.



R. Alexander Acosta
Dean
**Florida International
University College of Law**
(Former U.S. Attorney, U.S.
Attorney's Office, Southern
District of Florida)



Santiago Ulloa
President
GenSpring Family Offices



John H. Welch
Chief Economist
Itaú International Bank

PRIVATE BANKING Latin America 2009

November 11-13, Four Seasons Hotel, Miami, FL



Protect. Nurture. Grow.

New business and innovation for private banks

Rich insights for Latin America's private wealth market

An agenda focused on the investment and operational challenges faced by private banks, family offices and wealth managers

Do business with the region's leaders

Our speaker faculty and audience consists of the industry's best from across the region

Build relationships critical to success in Latin America

Success in the region depends on face-to-face relationships – profit from a conference experience designed to make the most of your networking time

Pre-conference workshop: Risk management in private wealth management

Wednesday, November 11
Full details on page 6 >>

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AMERICAN
LIFE INSURANCE GROUP

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See page 7 for details.

"I found the event to be an excellent forum for the exchange of ideas. The opportunity to share best practices as well as better grasp future trends in our Private Banking industry in Latin America was very useful"

Beatriz G. Sanchez, Managing Director, **Goldman Sachs & Co** (2009 Keynote Speaker)

The largest gathering of Latin American private banks, family offices and wealth managers returns for a 3rd successful year

The global recession has presented a new set of challenges for HNWI's and families and those who manage their wealth. HNWI's are re-evaluating their portfolios with a focus on wealth preservation. In the aftermath of the Madoff and Stanford scandals, a robust due diligence and manager selection process is recognized as more critical than ever.

Wealth managers are focused on retaining the trust of their clients and delivering them the high-level service they require during these difficult times. Wealth managers are also negotiating heightened regulation and new business models as universal banks increase in size and digest recent acquisitions, while smaller boutique firms launch and proliferate.

Yet, **Latin America remains a bright spot in the overall global wealth market.** According to the 2008 World Wealth Report, Latin America's HNW population decreased only 0.7% this past year, compared to a 19% drop in North America. Brazil surpassed Australia and Spain to reach 10th place amongst HNW populations globally.

Private Banking Latin America equips private banks, family offices and their advisors with the knowledge and relationships they need to succeed in this new market environment. The 2009 event will bring together 200 executives from across the region to do business. Terrapinn's exclusive networking tools, including CONTACT and SPEED NETWORKING, will ensure that you book meetings in advance and meet all of your fellow delegates.

Special Address from the U.S. Attorney's Office



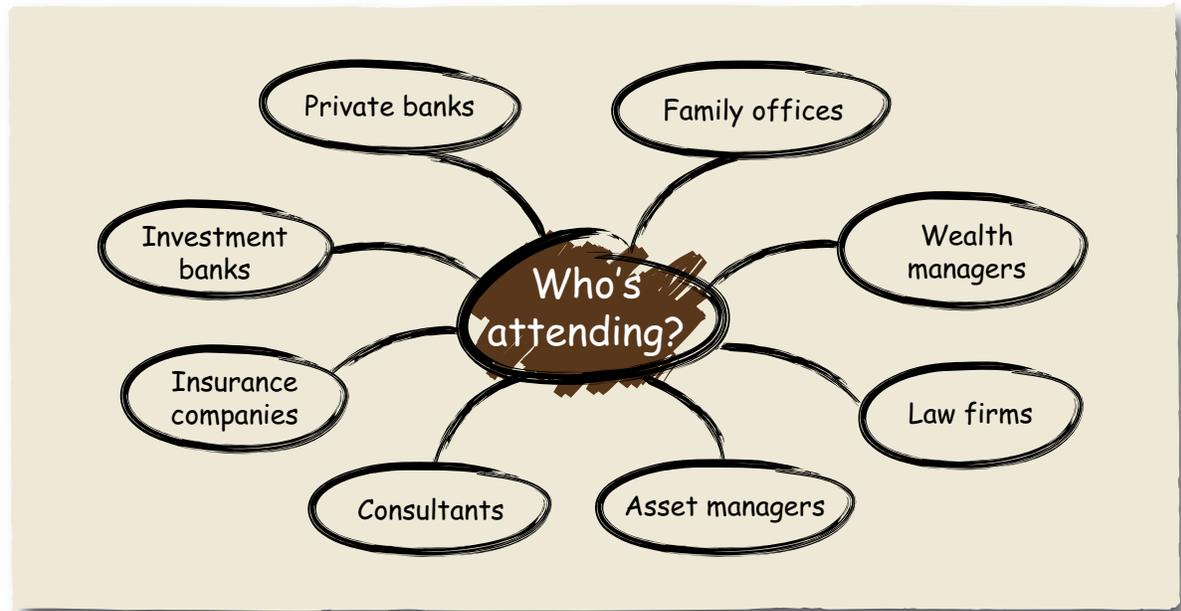
Jeffrey Sloman
Acting U.S. Attorney
U.S. Attorney's Office,
Southern District of Florida

- Recent trends and other areas of interest in criminal law enforcement
 - KYC criminally speaking
 - Precedent: UBS, Castroneves, Pasquantino
- When are private banking red flags raised for the U.S. Attorney's office
- Responding to employee wrongdoing

35 key private banking and family office executives and strategists from **Morgan Stanley Smith Barney, Bank of America Merrill Lynch, SunTrust Banks Inc, Scotiabank, Itaú International, Genspring Family Offices** and more will discuss the following key topics:

- Wealth creation in Latin America in the aftermath of the global financial crisis
- Wealth preservation via alternative investments and heightened risk management
- Challenges of multi-jurisdictional families
- Transparency and new regulatory hurdles
- Succeeding in Latin America's major wealth markets: Brazil and Mexico
- Changing business models in private wealth management

Register now for your best price. Call +1 212 379 6320 or visit www.terrapinn.com/2009/pblatam



8 REASONS

Why you can't afford to miss this event

A proven track record

3rd annual event attracting over 150 executives annually.

More than 35 speakers confirmed so far

More speakers means more viewpoints for a complete private banking picture.

Do business with the region's leaders

Our speaker faculty and audience consists of Latin America's most influential private banks, wealth managers and family offices.

Quality of content

The content has been carefully selected by an advisory board. There are no sales pitches.

21st century strategies

The old way of doing business doesn't work anymore, and *Private Banking Latin America* will teach you how to adapt for long-term sustainability.

Solutions

Get solutions to the problems your clients are facing.

Be a market leader

With new wealth being created even today, there is no better place to meet new clients and partners and position yourself as a market leader.

Latin America comes to Miami

Save time and money when you meet the industry's key players at one time and place.

The Terrapinn difference

Terrapinn events create exciting places to...

- interact and grow knowledge
- meet and make contacts
- become inspired and reenergized

use your brain



A conference by wealth management executives for wealth management executives

Terrapinn acknowledges the valuable feedback of our advisory board in building this program.



Edgar Fernandez
Director, International Trust & Wealth Structuring
Merrill Lynch

Edgar Fernandez started his International Private Banking career at Citibank in New York City in 1982. Mr. Fernandez later joined the Bank of Boston's Miami office for a brief period as a Private Banker, after which he joined Barclays Bank to establish and develop the international trust business for its Latin American clients. Edgar joined Merrill Lynch Bank & Trust Company's Miami Rep office in 1989.



Paul Koch
President
ALTASOL

Paul Koch has over twenty years of experience working in Latin America. Prior to founding ALTASOL, he served as CEO for Banca Sella's US operations, Managing Director of OFFITBANK and CEO of the ABN AMRO Bank N.V. - Miami Agency. Mr. Koch is a member of the Executive Board of the Florida International Bankers Association.



William Heuseler, Esq.
Chief Wealth Planning Officer,
Wealth Planning International
Itaú Private Bank International

William Heuseler is a Tax and Estate Planning Attorney with over 14 years of experience dealing with high-net worth clientele. Prior to Itaú, Mr. Heuseler worked at UBS AG, Smith Barney-Citigroup, Safra Group and Citco Group.



Roland Staub
President
TS Trustee Suisse

Roland Staub is the joint founder of TS Holdings Overseas Corp. and is Managing Director of its three Swiss subsidiaries. In all three companies, Mr. Staub structures and selects investments for clients, taking into account tax, estate planning and asset protection aspects specific to each client and investment. Prior to this, Mr. Staub worked at Schroder & Co Bank AG and Citco (Suisse) S.A.

"Can I congratulate you on (by far) the best run conference I have ever attended"

Michael Power,
Investec Asset Management

3 days of networking with the region's private banking experts.

Can you afford to miss this event?

Calculate today's price now at

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or call +1 212 379 6320

35 private banks, family offices and advisors speaking

Day One: Thursday, November 12, 2009

8:00 Breakfast and registration

9:00 Chairman's opening remarks
Paul Koch, President, ALTASOL

WEALTH CREATION

9:15 Effect of the recession on wealth creation in Latin America

- Wealth trends in the region
- Growth outlook for private wealth management in Latin America
- What will drive future wealth creation?
- Forecasts for private equity
- IPO and market activity

John H. Welch, Chief Economist, Itaú International Bank

WEALTH MANAGEMENT AND PRESERVATION

9:45 Panel session: due diligence in a post-Madoff/post-Stanford world

- Best practices in qualitative and quantitative due diligence
- The future of the fund of fund model
- Performance monitoring

Jose Remy, Director, Guggenheim Partners

Felipe Ruiz, Director, International Wealth Structuring, Scotiabank

Alex von Ziegesar, Director of Alternative Investments, BBVA Asset Management

Kenneth Springer, President, Corporate Resolutions, Inc.

10:30 Morning break

10:45 Panel session: investment trends for HNW investors

- Recommended portfolio construction
- Asset correlation
- Getting clients comfortable with risk and risk budgeting
- Appetite for hedge funds, structured products and other alternatives
- Future of mutual funds and ETFs
- Lessons learned from the crisis

Christopher J. Wolfe, Chief Investment Officer and Managing Director, Private Banking and Investment Group, Merrill Lynch

Carol Pepper, Chief Executive Officer and Founder, Pepper International

Charles Nollet, Chief Investment Officer, Crédit Agricole Private Bank

11:30 Dead or alive – rumor and fact in the hedge fund industry

- Will HNW clients increase or decrease their exposure to hedge funds moving forward?
- What does regulation mean for hedge fund and investors?
- Did hedge funds cause the financial crisis?
- Does Modern Portfolio Theory still apply when it comes to hedge funds?

David Bailin, President, Alternative Investment Solutions, Bank of America Merrill Lynch

12:00 Networking lunch

1:30 Gold as an asset class

- What drives the gold price? Key demand and supply influences
- The investment case for gold: portfolio diversification, inflation protection and safe-haven buying

- What does the US recession imply for the gold price?
- Accessing the gold market

Natalie Dempster, Head of Investment Research for North America, World Gold Council

2:00



This is the revolutionary, exciting, quick and non-pressurized way to meet fellow conference delegates and industry peers in one forty minute session. These brief meetings are the starting point for conversation and networking throughout the conference. This is where long-lasting and profitable business relationships begin.

2:40 Afternoon break

3:00 Emerging markets equities as a long-term growth investment

- How have the emerging markets benefited from the global financial crisis?
- The increasingly important role of China and India in the global economy
- What role should emerging market equities play in an investor's overall asset allocation strategy?

Jeffrey Wang, Vice President and Equity Analyst, Global Emerging Markets, Delaware Investments

3:30 Panel session: life insurance as a tool for wealth preservation

- The benefits and risks of life insurance
- Choosing a policy
- Tax benefits

Robert Jarvis, Vice President, HSBC Private Bank Insurance Solutions, HSBC

Rene Lamar, Regional Vice President, Pan-American Life

Benno Raeber, Partner, Prime Advisory Group

CHALLENGES OF MULTI-JURISDICTIONAL FAMILIES

4:15 Panel session: practical guidance on legal issues facing multi-jurisdictional families

- The importance of planning
- Navigating the balance between transparency and client confidentiality
- Common mistakes and how you can avoid them in:
 - Taxation
 - Immigration
 - Estate planning
 - AML

Sergio Alvarez-Mena III, Executive Director, Legal and Compliance, Morgan Stanley Smith Barney

Manuel M. del Cañal, Senior Vice President and Team Leader, BankUnited International Private Bank

Pablo Alvarez de Linera Granda, Partner, Garrigues SL

Ivan Sacks, Partner and New York Office Managing Director, Withers Bergman LLP

5:00 Emerging trends in wealth structuring

- Transparency
- The future of Caribbean jurisdictions
- Trends in trust and estate planning

Edgar Fernandez, Director, International Trust & Wealth Structuring, Merrill Lynch

5:30 Close of day one

Day Two: Friday, November 13, 2009

8:30 Breakfast and registration

9:00 Chairman's opening remarks
Paul Koch, President, ALTASOL

MANAGING THROUGH CRISIS

9:15 Keynote address: Latin American private banking leadership in today's world

- Keeping the trust of your clients and your team
- The private bank brand value
- Lessons learned from the crisis

Ernesto de la Fé, Managing Director and Head of Latin America, Morgan Stanley Private Wealth Management

REGULATION

9:45 Special address from the U.S. Attorney's Office

- Recent trends and other areas of interest in criminal law enforcement
 - KYC criminally speaking
 - Precedent: UBS, Castroneves, Pasquantino
- When are private banking red flags raised for the U.S. Attorney's office
- Responding to employee wrongdoing

Jeffrey Sloman, Acting U.S. Attorney, U.S. Attorney's Office, Southern District of Florida

10:15 Panel session: US industry perspective on private banking regulation

- Legal precedents set by UBS and Castroneves cases
- Priorities of the new administration
- Protecting your Latin American clients and bankers

R. Alexander Acosta, Dean, Florida International University College of Law (Former U.S. Attorney, U.S. Attorney's Office, Southern District of Florida)

Seno Brill, Head of International Wealth Management, SunTrust Banks, Inc

Clemente Vasquez-Bello, General Counsel, Florida International Bankers Association (FIBA)

11:00 Morning break

LATIN AMERICA'S LARGEST MARKET

11:20 Brazilian international estate planning

- Estate planning solutions for Brazilian clients
 - What to know when working with Brazilian regulations
- William Heuseler, Esq.**, Chief Wealth Planning Officer, Wealth Planning International, Itaú Private Bank International

11:50



U-TURN: your conference agenda

It's your turn. It's where you create the agenda. So bring along your ideas and get ready to make a name for yourself.

12:30 Networking lunch

CHANGING BUSINESS MODELS IN PRIVATE WEALTH MANAGEMENT

2:00 Panel session: comparing the client value proposition

- Large banks and brokerages
- Boutiques
- Multi-family offices
- The advisory firm
- What differentiates each model?
 - Service
 - Fees
 - Open vs. closed architecture

Kevin McCarty, Senior Vice President, Morgan Stanley Smith Barney

Daniel Wright, Senior Vice President & Head of International Wealth Management, Scotiabank

Leila Pinto, Vice President and Private Banking Manager, International Finance Bank

Oscar Alerhand, Chief Executive Officer, Galileo Investment Management

2:45 Panel session: going independent - success stories

- Case studies from wealth management professionals who have established independent practices
- What to know before going it alone
- Establishing your value proposition
- Attracting clients
- Mitigating the business risks

Mauricio Gruener, Managing Partner, GFG Capital

Paul Koch, President, ALTASOL

Erik Halvorsen, Senior Vice President and Director, Swiss Asset Advisors

Gustavo Madrid-Malo De Andrés, Wealth Counselor and Chief Executive Officer, IRT

3:30 Afternoon break

4:00 The evolution of financial advisory services in today's market environment

- When the dust settles, what might the industry look like?
- How the financial crisis has impacted client needs and how advisors can meet them
- Restoring and maintaining trust

Santiago Ulloa, President, GenSpring Family Offices

4:30 Case study: structuring a family office

- legal, tax, governance for family businesses and private individuals
- Financing between business, private assets and cash flow/asset financing of businesses
- Private assets management and use to inject liquidity into family managed businesses
- M&A advisory

Roland Staub, President, TS Trustee Suisse

5:00 Close of conference

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Get the most from your conference



Fun, high-speed breaks in the conference day for making new contacts and exchanging details.



Meet and talk about the business issues on your brain.

contact

Arrange meetings online before you arrive. Access event resources, such as white papers and presentations, after you've left.



Workshops: a relaxed environment for you to network with your peers and focus more directly on topical issues.

Pre-conference workshop Wednesday, November 11, 2009

RISK MANAGEMENT IN PRIVATE WEALTH MANAGEMENT

Speakers:

Benno Raeber, Partner, **Prime Advisory Group**
Michael Blank, Managing Director, **Swiss Asset Advisors**
Ambassador Leslie M. Alexander

9:00 Breakfast and registration

9:30 What is risk management? Creating a risk management budget

- Uncover risk
- Qualify and quantify risk
- Risk awareness
- Avoidance and transfer of risk

10:00 Asset management risks

- Managing client risk in the markets
- Creating and managing a risk budget
- Picking the right "guy"
- What banks are out there?

10:30 Morning break

11:00 Legal & tax risks

- Legal & tax planning and risk mitigation
- The use of life insurance as risk and/or tax planning tool
- Captive insurance

12:30 Networking lunch

1:30 Lifestyle risks

- Non-quantifiable risks
- K&R insurance
- Family governance

2:30 Political risks

- Political instability
- Inflation and the private client

3:00 Afternoon break

3:30 Operational risks for service providers

- KYC and anti money laundering
- Ensuring your sales practices are compliant
- Product regulation
- Cross border business
- IT Security
- HR Risk

4:45 Round-up

5:00 Close of workshop

Event partners:

Your marketing platform to access Latin America's wealthiest investors and fund distributors

Private Banking Latin America is the forum where private banks, family offices and international HNW advisors gather together to address investor trends, regulation strategies and changing business models within the Latin American private banking community.

If you wish to position your brand, develop strategic relationships and increase your company's visibility within the guarded Latin American private wealth community, then you should sponsor *Private Banking Latin America*.



Reserve your exhibition stand now

Sponsor *Private Banking Latin America* and:

- **Educate** HNW advisors and family offices on your firm and your funds.
- **Create** visibility for your business and brand amongst the key decision makers in the industry.
- **Improve & develop** relationships with leading private banks and family offices.
- **Host** face to face meetings with industry leaders from the private banking community.
- **Stand out** from your competition.
- **Do all of this through a cost-effective global integrated client development solution**

Private Banking Latin America presents a great opportunity for investment banks, asset managers, trust providers, law firms and accountants looking to position their business at the forefront of the region HNW market. No one bank, investment manager, law firm or public relations consultant has taken a foot hold as the region's number one provider.

To discuss sponsorship opportunities
call Jeffrey Friedman
at +1 646 619 1782 or email
jeffrey.friedman@terrapinn.com

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 If you book and pay online you also save an extra \$100.

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2 day conference ONLY	\$2,695	\$2,995	\$3,145	\$3,295	<input type="checkbox"/>	
* Registrations without credit/debit card payments are subject to a \$100 booking fee.					How do you want to pay?	
					Credit / Debit card	<input type="checkbox"/> \$0
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					Total	

How to book your ticket

Online

www.terrappinn.com/2009/pblatam
 You can use our online calculator to tailor your ticket and buy multiple tickets. The calculator automatically selects the most favorable discount for you. If you book and pay online you also save an extra \$100.

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 Authorizing manager..... Authorizing manager signature.....

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Bring your team and save up to 20%

	Mr/Mrs/Ms	Full name	Job title	Telephone
1				
2				
3				

For groups of more than 3 please attach a separate sheet with details of all attendees. Alternatively call +1 212 379 6320.

Cancellation policy

- Should you be unable to attend, a substitute delegate is welcome at no extra charge.
- Terrappinn does not provide refunds for cancellations. Invoiced sums are payable in full, except in cases where Terrappinn has been able to mitigate loss.
- Terrappinn will make available course documentation to a delegate who is unable to attend and who has paid.
- Terrappinn reserves the right to alter the program without notice including the substitution, alteration or cancellation of speakers and / or topics and / or the alteration of the dates of the event.
- Terrappinn is not responsible for any loss or damage as a result of a substitution, alternation, postponement or cancellation of an event.

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- **Rich insights for Latin America's private wealth market**
- **Do business with the region's leaders**
- **Build relationships critical to success in Latin America**



**Pre-conference workshop:
Risk management in private
wealth management**

Full details on page 6 >>