Asian Family Office 2009 presents an exclusive offering of over thirty-five business families and family office leaders who will share their valuable perspectives and strategies in today’s challenging environment. Featuring a dynamic combination of quality content and unprecedented speakers faculty, the forum will address the most pertinent issues facing wealthy families and their long term investment decisions.
As families face the ever daunting challenges of managing risks in complex, uncertain and volatile times, they continually review their investment decisions and business models amid a proliferation of increasingly difficult choices.

What are the new realities of the heightened financial downturn and how can families and their investment office navigate the perils of the economic woes? Do the decisions made by the family reflect the value system and vision of its founders and members? How should wealth creators and inheritors retain and pass their values, visions and legacy to the future generations? Quintessentially, are Asian families ready to embrace the family office model yet? Ultimately, whether it is a decision to invest in private equity or its philanthropic choices, a family can influence future generations dramatically.

In an attempt to identify and transform today’s challenges for tomorrow opportunities, Asian Family Office 2009 presents a gathering of 35 industry leaders from around the world to share their valuable perspectives and strategies in today’s challenging environment.

Featuring a dynamic combination of quality content, unprecedented speakers’ faculty of powerful business leaders, Asian Family Office 2009 addresses the most pertinent issues concerning business families and their investment decisions.

This is your chance to gain proprietary insights from formidable like minded families as they offer sensible suggestions, thought provoking debates and discussions on critical issues that matter!

Join us in this exclusive exchange - a fulfilling and rewarding experience awaits you at Asian Family Office 2009!

Yours sincerely,

Valerie Reena Su
Project Director
Asian Family Office
Bonny Landers, Chief Executive Officer, Sterling Private Management Limited, Hong Kong

M V Subbiah, Advisor and Former Chairman of the Board, Murugappa Group, India

Prakash Parthasarathy, Chief Investment Officer, Premji Invest, India

Carol Pepper, Chief Executive Officer & Founder, Pepper International LLC, USA

Jocelyn Chng, Managing Director, Sin Hwa Dee, Singapore

Sunil Dalal, Managing Director, Unidel Advisors, India

Cheong Wing Kiat, Business Development Director, Wen Ken, Singapore
08.00 Registration & Breakfast

08.45 Chairman’s Opening & Welcome Address
Dr. Raphael Amit, PhD
The Robert B. Goergen Professor of Entrepreneurship Academic Director and Chairman of the Executive Committee The Wharton Global Family Alliance, The Wharton School, University of Pennsylvania, USA

NAGIVATING ECONOMIC TURMOIL: DEVELOPING STRATEGIES FOR MANAGING FAMILY’S CAPITAL IN TURBULENT CLIMATES

09.00 The new realities of the continued volatile global financial markets and its impacts on outlook and long time investment strategies

• Assessing and updating strategic asset allocation strategies for families, foundations & endowments in highly uncertain times. What lessons have we learnt?
• Manager’s selection, portfolio design and construction: Dealing with issues on lack of transparency on investment portfolios
• Applying endowments strategy to family capital – Can the endowments strategy be replicated for family office?
• Looking into the future trends and hidden risks for better investments decisions

Sin Tho Wee
Vice-President, Endowment and Institutional Development National University of Singapore (Founding Chief Investment Officer, NUS Investment Office)

Roy Chen
Chairman & Chief Executive
Grace Financial

Michael Pompian
Director of Private Wealth Practice
Hammond Associates

Moderator: Dr. Raphael Amit, PhD
The Robert B. Goergen Professor of Entrepreneurship Academic Director, and Chairman of the Executive Committee The Wharton Global Family Alliance, The Wharton School University of Pennsylvania

10.30 Morning Refreshments

CREATING A CLIENT CENTRIC STRUCTURE FOR MANAGEMENT OF FAMILY INVESTMENTS & WEALTH

11.00 Moving On: Leading a family through a transition from family business to family office to multi-family office

• Insights to the pathway of the strategic sale of a 4th generation business
• Creating a strategy for the family to pursue following its sale
• Developing a MFO strategy
• Examining the perspectives and outlooks twelve years after the sale

Alexander Scott
Executive Chairman
Sand Aire Ltd

11.30 Freedom from wealth and the modern global family

• What do families of substantial wealth really want from a family office today?
• Examining the psychology of the modern global family and the growing importance of freedom from wealth management
• Assessing the challenges on meeting the global needs of the modern multi-jurisdictions family

Charles A. Lowenhaupt
Chairman, President & Chief Executive Officer
Lowenhaupt & Chasnoff, LLC

12.00 The holygrail of the trusted Family Office and their evolving role for the present day Asian family

• What are the critical issues and challenges facing Family Office today and how would it shape the future?
• Evaluating the structures and economics of different family office models: Comparative study of the American, European & UK model
• Aligning the FO model to the Asian family
• Are Asian families ready for the Family Offices structure? Insights into the growth of FO in Asia’s landscape

Sunil Dalal
Managing Director
Unidel Advisors

P. Ming Wong
Managing Director
IMC Investments

Moderator: Dr. Raphael Amit, PhD
The Robert B. Goergen Professor of Entrepreneurship Academic Director, and Chairman of the Executive Committee The Wharton Global Family Alliance, The Wharton School University of Pennsylvania

CHANGING PARADIGMS OF SUCCESSFUL ASIAN BUSINESS FAMILY

09.45 Asian business families round table: Examining the drivers of successful business families. In this session, the area of discussion focus on values, family unity, sustainability, growth and challenges within the family and its business in volatile times

• Understanding the importance of values, cultures, heritage, tradition and innovation in the successful business family
12.45 Transformation of family enterprises into family offices at the heart of GCC economies
- Role of family conglomerates in the GCC economy
- Overcoming obstacles to succession, governance, transparency and pragmatism
- Asset allocation strategies: IVY League model - classes, geography and risk management
- Setting the foundation and framework in Asia-GCC family office partnerships

Khalfan Belhoul
Executive Director
Belhoul Investment Office

1.15 Networking Lunch Reception

REVAMPING PORTFOLIOS FOR WEALTH PRESERVATION IN VOLATILE TIMES

2.30 Discover how the global macro demand trends would influence your investments and returns in agricultural funds?
- Understanding the potential risks and benefits of investing in agriculture as an asset class
- Understanding the correlation of agribusiness to traditional asset classes and the diverse range of available vehicles for gaining exposure from agricultural funds
- Insights on the key drivers behind their performance?

Anthony Abraham
Executive Director
Macquarie Funds Group

2.50 Gold - The investment case
- Exploring the investment characteristics of gold and the recent price trends
- How does gold fit into the overall investment portfolio?

Rozanna Wozniak
Investment Research Manager
World Gold Council

3.10 Moving ahead: Global real estate investments for the Family Office
- Assessing the risks and return spectrum of real estate as an asset class following the global credit crunch
- The property portfolio as part of diversification strategy – What segments to target?
- What are the timeframes and outlook for investor performance and returns?
- Fit of strategy to the personal goals of the Family members

Michael Moquette
Managing Partner
Equinoxe Investments SA

3.30 The Growing Importance of private equity investments for Family Office

- What is the current state of the private equity in volatile times?
- Where are the opportunities?
- How do family offices gain access to best managers?
- With the increasing convergence of hedge funds, real estate and private equity, what does this mean for managers and investors?
- Market conditions and the trends of the current private equity in emerging markets – India, China, Vietnam & beyond

Prakash Parthasarathy
Chief Investment Officer
Premji Invest

Mario Kozma
Chief Investment Officer
Belhoul Investment Office

4.15 Afternoon Refreshments

SETTING UP RISKS MANAGEMENT & GOVERNANCE PRACTICES

4.30 Keeping it in the family: Designing an effective governance system for wealth preservation
- Developing and improving formal family governance practices to ensure accountability and avoidance of conflicts and disputes
- Involving the family in the implementation of structures, values, frameworks for better risk management
- Using cost effective reporting and consolidated reports for risk management and performance checks

Lucy Sutro
Managing Director
Fleming Family & Partners

IGNITING PHILANTHROPY FOR FAMILY LEGACY

5.00 Building an optimal structure to strengthen private philanthropy
- What’s in it for the family? The growing role of philanthropy and how its affects the entire family structure
- Exploring best practices and approach to philanthropy: Is setting up the private foundation an optimal solution for the family?
- Achieving impact and creating a roadmap for giving
- Engaging the next generation in philanthropy

Eric Teng
Chief Executive Officer
Tan Chin Tuan Foundation;
Moderator:
Leo Chen Ian
Executive Director
The Centre for Asian Philanthropy

Rina Lopez Bautista
President & Executive Director
Knowledge Channel Foundation Inc

Ron Perkinson
President
Putera Sampoerna Foundation

5.45 End of conference for day one

6.00 Networking Cocktail Reception (exclusive for AFO attendees only)
For more information on how you may be included in this highly regarded and exciting conference, please contact your local conference organizer.
Platinum sponsors:

Macquarie Group (Macquarie) is a global provider of banking, financial, advisory, investment and funds management services. Macquarie’s main business focus is making returns by providing a diversified range of services to clients. Macquarie acts on behalf of institutional, corporate and retail clients and counterparties around the world.

Macquarie Group Limited is listed in Australia (ASX:MQG) and is regulated by APRA, the Australian banking regulator, as the owner of Macquarie Bank Limited, an authorised deposit taker. Macquarie also owns a bank in the UK, Macquarie Bank International, which is regulated by the FSA. Macquarie’s activities are subject to regulation by over 100 agencies around the world.

Macquarie’s approach to risk management is long-standing. Strong risk management practices are embedded in business unit management with central oversight of credit, market, funding, compliance and operational risk. These, together with committed, quality staff are key drivers of Macquarie’s success.

Macquarie has been active in Asia for over a decade, establishing an office in Hong Kong in 1994. Today, Macquarie has more than 2,000 professionals in 11 markets across Asia. This team forms part of Macquarie’s global network which operates in more than 60 office locations in 27 countries, employs more than 13,800 people and has assets under management of $A239 billion (as at 30 September 2008).

World Gold Council

Founded in 1987, the World Gold Council, the marketing organisation formed and funded by the world’s leading gold mining companies, represents 23 companies and more than 40% of private sector production. The World Gold Council is an international, not for profit organisation, with offices in India, China, Japan, the Middle East, Turkey, Western Europe and North America.

As the gold industry’s key marketing body, we work closely with jewellery retailers, manufacturers, wholesalers, banks, investment companies and distribution specialists to promote the use of gold in all its forms, be it jewellery, investment or industrial applications.

Our work in the investment sector focuses on three core areas: research, communication and facilitating gold investment by improving the ease of access. The World Gold Council does extensive work on communicating the investment case for gold to investors. We have built up a body of research that is highly regarded and used by pension fund advisors, fund managers, precious metals analysts, private client advisors and central banks.

Our website, www.gold.org is the prime medium for publishing this research and statistics, as well as providing exhaustive information about gold.
MEN IN BLACK

The launch cocktail party for Private Banking Asia 2009. A matrimony of fine entertainment, unrivalled company in blacks, selections of intoxicating cocktails and hors d’oeuvres awaits you.
(Asian Family Office delegates are welcome to attend.)

25 MARCH 2009
WEDNESDAY
1800hrs – 2100hrs
LE DAZZLING SUN-DOWN BUBBLY

Indulge in the sizzling sun-set with a glass of bubbly and hors d’oeuvres with fellow delegates of the Asian Family Office. The evening continues with a networking dinner reception.
(For Asian Family Office delegates & invited guests only)

25 MARCH 2009
WEDNESDAY
1800hrs – 2000hrs
BE BOND FOR A DAY!

Wednesday & Thursday, 25 & 26 March

Not for the faint hearted. Aston Martin is offering a select few an exclusive opportunity to be Bond for a day. Asian Family Office (AFO) and Private Banking Asia (PBA) opens the doors for six lucky delegates to drive the Aston Martin themselves, then buckle up extra tight for a super drive with an Aston Martin driver at the wheel. The six lucky winners will be chosen in a prize draw at the Private Banking Asia conference on March 25 & 26, 2009. This draw is open to all AFO and PBA speakers and delegates. For the car enthusiasts, the DB series would also be on display at the conference venue. Bond femme fatale not included!

24 MARCH 2009
TUESDAY
1800hrs – 2400hrs

HALL OF FAME INDUSTRY DINNER

An extension from the opening cocktail reception, the soiree continues with the industry dinner.
(Asian Family Office delegates are welcome to attend.)

25 MARCH 2009
WEDNESDAY
2000hrs – 2200hrs
EVENING AFFAIRS...
Networking dinner is open to conference delegates only. All tickets include refreshments, lunch and full conference documentation. The fee does not include hotel accommodation.

Family Business Network members enjoy 15% off the regular fee for individual bookings and 20% off the regular fee for 2 or more bookings. All tickets include refreshments, lunch and full conference documentation. The fee does not include hotel accommodation.

* Networking dinner is open to conference delegates only.
* 7% GST applicable to all local delegates
* Only 1 discount scheme applies

How to book your ticket

Online
It’s quicker and easier to book and pay online go to www.terrapinn.com/2009/afоф and click on register now

Offline
Complete this form and fax it back to +65 6322 3554 or call +65 6322 2701 and we’ll take your booking over the phone. For registration enquiries, you can also call +65 6322 2701 or email us at yeelim.tan@terrapinn.com

Group bookings

Why not send your team and save more.
Send 3 delegates and save 10%*
Send 6 delegates and save 20%*

Call +65 6322 2701 or go online and register www.terrapinn.com/2009/afоф

Privacy policy

Terrapinn or its agents may contact you by mail, phone or email about products and services offered by Terrapinn and its group companies, which Terrapinn believes may be of interest to you, or about relevant products and services offered by reputable third parties. Terrapinn may also disclose your contact details to such third parties to enable them to contact you directly. Certain entities to which Terrapinn discloses your contact details are located in territories overseas which have fewer legal safeguards to protect personal data. By returning this form to us, you agree to our processing of your personal information in this way.

Please tick the appropriate box if you do not wish to receive such information

Terrapinn (or its agents) may contact you by mail, phone or email about products and services offered by Terrapinn and its group companies, which Terrapinn believes may be of interest to you, or about relevant products and services offered by reputable third parties. Terrapinn (or its agents) may contact you by mail, phone or email about products and services offered by Terrapinn and its group companies, which Terrapinn believes may be of interest to you, or about relevant products and services offered by reputable third parties.

Cancellation policy

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

For official use only

Received: □ Date: ______________ Code: 171411
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
www.terrapinn.com/2009/afof