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Hear from



Ian Fair
Deputy Chairman
Butterfield Bank, Bahamas



Gerard Aquilina
Vice Chairman
Barclays Wealth, UK



Andrew Mehalko
Chief Investment Officer
GenSpring Family Offices, USA



Shannon Kennedy
Global Director, Wealth
Services
Northern Trust, USA



Youssef Nasr
CEO,
HSBC Bank
Middle East, UAE

More highlights page 2 >>
Full program pages 3 - 5 >>>

PRIVATE BANKING WORLD 2009

February 23-26, 2009, Atlantis, Paradise Island, Bahamas

Protect. Nurture. Grow.



New business and innovation for private banks

Adapt to win in the long term

Identify the business model that works for you as clients' demands change

Only the top private banks and family offices speaking

50+ C-level speakers, ensuring more quality information than any comparable event

A truly global roster of attendees representing 5 continents

Make contacts with attendees from the world's fastest growing wealth regions

Pre-conference workshop

Monday, February 23, 2009

Hiring, motivating and retaining a competent staff

Post-conference workshop

Thursday, February 26, 2009

International tax planning

All details page 3 >>

Conference workshop	page 3
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"It was an excellent opportunity to hear good speakers discussing important topics affecting the private banking business and meeting a number of important people from many countries."

Private Banking Asia attendee

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Create profitable private banking models for a 21st century economy

A wave of consolidation and nationalization is hitting the world's largest banks. Uncertainty of when the credit markets will reopen is forcing a shift of power in the wealth management and private banking industries. Not only are **high net worth individuals and family offices** worried about how much they have, they must also now worry about where their assets are located.

Private Banking World has been developed to confront these issues head-on, and look at the opportunities that private banks can take advantage of during the economic turbulence. You will hear from the world's foremost authorities on how private banks are adapting to a 21st century economy and changing client demands.

Located in the Bahamas to solidify the jurisdiction as a leading international financial center, *Private Banking World* will bring together local and global institutions to discuss the issues that are **redefining and realigning the private banking industry**.

During these volatile and uncertain times, you need to show your clients you are prepared to get them through. From learning how to listen to your clients' needs, to **positioning your firm as a healthy and strong leader in the industry**, only *Private Banking World* will give you the tools you need to make it happen.



Interact with industry experts in the panel sessions

8 REASONS

Why you can't afford to miss this event

One of a kind

The only private banking conference tackling the vital issues on a global scale.

21st century strategies

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

Global reach

Meet and interact with attendees from North America, Latin America, the Caribbean, Western Europe, Eastern Europe, Asia and the Middle East.

More than 50 speakers confirmed so far

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

Do business with the leaders of the pack

Our speaker faculty and audience consist of the world's most influential private banks, wealth managers and family offices.

Quality of content

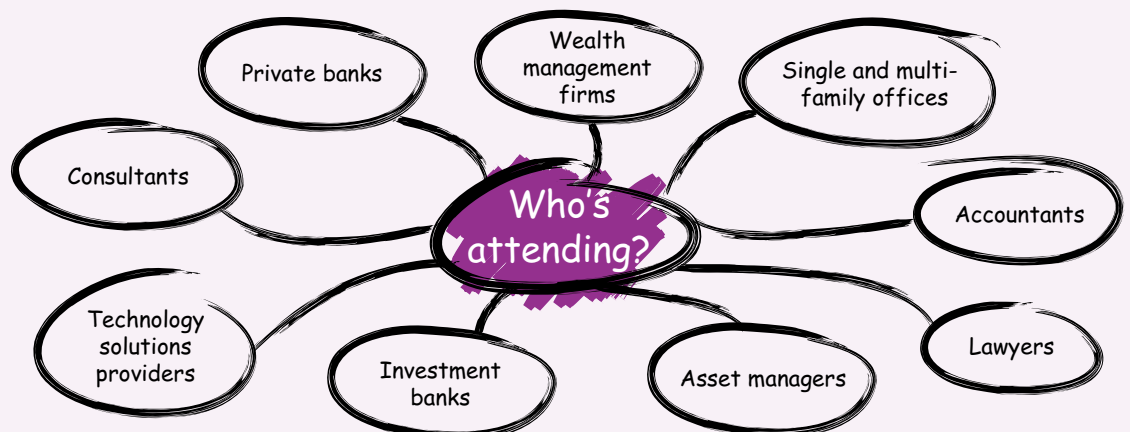
The content has been selected by the global private banking community for the global private banking community. There are no sales pitches.

A proven track record

Private Banking events have been held the past five years in Asia, Eastern Europe, Latin America, the Middle East, India, Australia and South Africa.

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.



Pre-conference Workshop

Monday, February 23, 2009

Hiring, motivating and retaining a competent staff**8:30 Registration and morning coffee****9:00 Panel session: Finding the right talent**

- How to deal with the large amount of talent now available
- Analyzing and measuring culture fit
- Staffing challenges and strategies
- Key attributes of successful trusted advisors and relationship managers

Linda Mack, President, **Mack International**, US
Stephen McCarthy, Senior Vice President, **KCG Capital**, US

James H. McLaughlin, Managing Director, Head of New York Office, **Convergent Wealth Advisors**, US

10:15 Morning refreshment break**10:45 How the generational shift plays a part**

- Baby boomers vs. Gen Xers vs. Millennials
- Matching the right relationship manager to the right client

Carol Pepper, CEO & Founder, **Pepper International**, US

11:30 International movement of talent

- Who is importing the most talent, where it's coming from
- Immigration and visa issues

Sergio Rivera-Vazquez, **Bank Sarasin & Co Ltd.**, Switzerland

12:15 Networking lunch**1:30 The vetting process**

- Conducting background checks
- How to extract useful information from references

Linda Mack, President, **Mack International**, US
Teresa Leigh, Founder & CEO, **Teresa Leigh Household & Property Management LLC**

2:15 Designing fair compensation packages

- Metrics for establishing compensation
- Quantitative vs. qualitative measures for determining how an employee is compensated

Jim Sillery, Principal, **Mercer Human Resources Consulting**, US

3:15 Afternoon refreshment break**3:30 Panel session: Motivation and retention**

- Reducing turnover and aligning talent with your firm's goals
- Challenging your team with executive coaching and leadership development programs
- Managing employee expectations

Joan Brunelle, Principal & Head of Human Resources, **Bessemer Trust**, US

4:30 End of workshop**Post-conference Workshop**

Thursday, February 26, 2009

International tax planning

With many global regulators scrutinizing the use of tax shelters, high net worth individuals and family offices are looking for new ways to maximize their tax benefits with a comprehensive and efficient plan. To navigate the tax landscape during these uncertain times, take part in an in-depth and interactive workshop designed to help you establish a workable tax and estate plan for the near, medium and long term.

Caroline Garnham, Partner, **Lawrence Graham LLP**, UK

8:30 Registration and morning coffee**9:00 The wealth management industry: from chaos to opportunity****10:00 Potential changes to the US tax code under a new presidential administration****11:00 Morning refreshment break****11:30 Tax planning under UK and Swiss tax regulations****12:30 Networking lunch****1:30 Protecting assets for future generations by limiting liability for heirs****2:15 Minimizing liability through favorable tax jurisdictions like the Bahamas****3:00 Coordinating a tax and estate plan across multiple jurisdictions for international families****3:45 Identifying consequences from the UBS/Liechtenstein case****4:30 End of workshop****The Terrapinn difference**

Terrapinn events create exciting places to...

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

use your brain



Your event contact is Frank Musero

+1 646 619 1799

frank.musero@terrappinn.com

"A really good event. Rich in material, including suggestions on market directive solutions supported by case studies."

**Private Banking
Middle East
attendee**

"Overall good mix of theory and industry information from experienced and relevant speakers"

**Private Banking
Latin America
attendee**

**More than
50 expert
speakers**

Day One Tuesday, February 24, 2009

8:00 Registration and morning coffee

8:40 Chairperson's opening remarks
Steve Braverman, President, HarrisMyCFO, US

8:50 Welcome address from the Bahamas Government

ECONOMICS AND DEMOGRAPHICS: WEALTH AND PROSPERITY IN 2009

9:00 Finding opportunity among the turbulence

- Finding value in understanding risk and diversification
- Sorting through the realities of headline risk vs. real risk
- How HNWs and family offices are impacted by the recent industry meltdown
- Capitalizing on the bright spots

Ian Fair, Deputy Chairman, Butterfield Bank, Bahamas

9:30 Power shift: how today's market volatility is changing the wealth management landscape

- Selling product vs. advice
- Market instability leads to emotional investment decisions
- Managing investor psychology and risk successfully
- Silver lining: opportunity among the rubble

Andrew Mehalko, CIO, GenSpring Family Offices, US

EVOLVING PRIVATE BANKING BUSINESS MODELS

10:00 Defining private banking in 2009

- M&A and consolidation among private banks
- Are private bankers doing too many things?
- At what wealth level private banking services should be offered
- The blurring of private bankers and wealth managers
- How open architecture revolutionized private banking

Gerard Aquilina, Vice Chairman, Barclays Wealth, UK

10:30 Morning refreshment break

11:00 Challenging the traditional business models to create freedom from wealth

- Providing individuals and families with opportunity to live their own terms
- The psychology of the modern global family
- The new importance of being freed from the traditional burdens of wealth management
- Identifying the challenges that the modern family presents to all those who manage inter-generational wealth

Charles Lowenhaupt, CEO, Lowenhaupt Global Advisors, US

11:30 Panel session: The rise of boutiques and MFOs, and the changing face of the large institutions

- The shift away from the one-stop shop and why large institutions are losing clients
- How soon are boutiques going to start booming?
- Determining what to provide on a private banking platform
- Service agreements, monitoring performance, pricing and profitability
- The future of large conglomerates

Dr. Steen Ehler, Managing Director, Ferguson Partners Family Office, Switzerland

Juan Constantino Martínez B., Chairman of the Board, PREBEL, US

Michael A. Cole, Executive Vice President & National Director, Family Wealth Group/Wealth Planning Center, Wells Fargo, US
Carol Pepper, CEO & Founder, Pepper International, US

12:10 Panel session: Transitioning from a transaction-based model to a fee-based model

- Evolving business from transaction fees to "annuity revenue streams"

- Attracting clients at different pricing models
- How various compensation and pricing models work differently
- Are traditional private bank lending strategies still viable?
- Fees and service charges that make sense

James H. McLaughlin, Managing Director, Head of New York Office, Convergent Wealth Advisors, US

Benno K. Raeber, Principal, Prime Advisory Group, Bahamas
Alex Suarez, Chairman and CEO, Family Office Bankshares (in organization), US

12:50 Networking lunch

THE IMPACT OF LEGAL AND REGULATORY ISSUES

2:00 Panel session: Protecting your business in a multi-jurisdictional environment

- What opportunities exist for offshore standards between jurisdictions
- Recent developments in the US impacting offshore jurisdictions
- Anticipating changes to SEC and FSA rules
- Pending litigation and legislation
- Strategies for protecting assets and identity

Hillary H. Deveaux, Executive Director, Securities Commission of the Bahamas, Bahamas

James Smith, Former Governor, Central Bank of The Bahamas, Bahamas

2:40



Fun, high-speed networking

3:20

Afternoon refreshment break

BUILDING A BRAND TO ATTRACT AND SERVICE CLIENTS

3:50 Panel session: The art of advice and building trust

- Why HNWI's are not happy with private bankers
- Strategies for building a credible, trusted personal relationship
- Control and transparency - the role of an advisor
- Coordinating the relationship amongst a group of advisors
- Successful platforms for advising and winning new clients
- Client retention strategies

Jane Abitanta, Principal, Perceval Associates, US

Stephen McCarthy, Senior Vice President, KCG Capital, US

Steve Braverman, President, HarrisMyCFO, US

Rick Capozzi, Managing Director, Morgan Stanley Global Wealth Management, US

4:30

Panel session: Branding your business to distinguish yourself and attract the clients you want

- Creating a brand and client base that's worth something
- Balancing brand image among high-profile clients that do not want to be identified
- How potential clients view brands and branding
- Preserving confidentiality

Shannon M. Kennedy, Global Director, Wealth Services, Northern Trust, US

Gilles Schanen, CEO, Pasche Bank & Trust, Ltd., Bahamas

PHILANTHROPY IN THE PRIVATE BANK

5:10 Panel session: The intersection of philanthropy and private banking

- Social entrepreneurship and venture philanthropy
- What role private bankers play in developing philanthropy plans
- The new profession of advising donors
- Private label donor funds
- Trends in microfinance

Eileen Heisman, President & CEO, National Philanthropic Trust, US

Kim Wright-Violich, President, Schwab Charitable, US

5:50



Networking drinks reception

Day Two Wednesday, February 25, 2009

8:00 Registration and morning coffee

8:40 Chairperson's opening remarks
Christian Coquoz, Senior Vice President, **Lombard Odier Darier Hentsch Private Bank & Trust**, Bahamas

TRENDS IN ASSET ALLOCATION AND PORTFOLIO MANAGEMENT

8:50 **Absolute or relative performance: constructing an asset allocation strategy to fit your clients' risk tolerance**

- Basic models that pursue the varying philosophies
- Risk management in asset allocation: strategies to protect and enhance your assets
- Key things for private clients to be aware of

Gregor Bienz, CEO & Head of Private Banking, **Bank Frey & Co. AG**, Switzerland

9:20 **Panel session: Private equity and M&A**

- Why globalizing the portfolio is important
- Identifying hot investing options in private equity
- Tools used to assess investment risk and avoiding pitfalls
- Geopolitical instability and its effects on the PE market

Mark J. Laskow, Managing Director & Chief Executive Officer, **Greycourt & Co.**, US
Miguel Gonzalez, Managing Director, **Syz & Co. Bank & Trust Ltd.**, Bahamas

10:00 Morning refreshment break

10:25 **Panel session: Hedge funds and alternatives**

- The future of alternatives
- Which alternative strategies are generating the most alpha
- Due diligence best practices on managers
- Setting realistic return goals

Charles Krusen, CIO, **Krusen Family Partnership**, US
Ronald Macleod, Senior Vice President & Group Head, **Nuveen Global Family Office**, US
Otávio de Magalhães Coutinho Vieira, Executive Director, **Safdié Private Banking**, Brazil
Mark Giordano, Managing Director, **Renaissance Technology**, US

11:05 **Panel session: Resolving global custody concerns**

- Obtaining consolidated reports across all financial institutions
- Knowing exactly where your assets are and what they're worth at all times

Rick Higgins, Founder & Chief Innovation Officer, **Wealth Touch**, US

11:45 **Round tables:**

Table 1: Following your money - residency options in the Bahamas
Wendy Warren, CEO & Executive Director, **Bahamas Financial Services Board**, Bahamas

Table 2: Philanthropy
Eileen Heisman, President & CEO, **National Philanthropic Trust**

Table 3: The hierarchy of risk
Alex Suarez, Chairman & CEO, **Family Office Bankshares (in organization)**, US

Table 4: The role of family offices within private banks
Jane Abitanta, Principal, **Perceval Associates**, US

12:25 Networking lunch

ASSET PROTECTION AND SUCCESSION PLANNING

1:25 **Panel session: Structuring family trusts and foundations**

- Private family trusts
- Dynasty trust planning and succession
- How the trust is managed
- Fiduciary responsibilities

Darrell King, Senior Manager, International Services, **RBC Wealth**

Management, US
Julien Martel, VP and Head of Private Banking, **Butterfield Bank**, Bahamas

2:05 **Panel session: Determining the scenarios for selecting the optimal jurisdiction for your private trust companies, foundations & SMART funds**

- Differences between the various offshore jurisdictions, and if one is preferential over another
- Understanding the essential differences of the various options and the appropriate use of each vehicle
- Important ancillary considerations
- How to obtain the benefits of blacklisted offshore jurisdictions in an approved jurisdiction
- Onshore vs. offshore asset protection

David Thain, General Manager, **Arner Bank & Trust (Bahamas) Ltd.**, Bahamas
Adrian Crosbie-Jones, Managing Director, **The Private Trust Corporation Ltd.**, Bahamas

NEW MARKETS, NEW CLIENTS

2:45 **Panel session: Capturing wealth in the Middle East**

- Accessing the world's fastest growing concentration of wealth
- Where Middle Eastern HNWLs and Families are choosing to domicile their assets
- Opportunities created by the growth of Islamic finance and Shari'ah compliant products and services

Youssef A. Nasr, CEO, **HSBC Bank Middle East**, UAE
Saadat Muzaffar, Head of Global Wealth Management, **Dubai Islamic Bank**, UAE

3:25 Afternoon refreshment break

3:45 **Panel session: Opportunities for successful expansion into Asia**

- How HNWL demands and private banking services differ between developed and emerging Asian countries
- Investment trends and economic outlook for the region
- Which countries are generating the most wealth, and the drivers creating it

Philippe Damas, CEO, **ING Private Bank**, Singapore
Samantha Lim, Head - Private Banking Segment, **Kuwait Finance House (Malaysia) Berhad**, Malaysia

4:25 **Panel session: Profit from the explosive growth in Russia and Eastern Europe**

- How the first generation is preparing for its transfer of wealth
- Balancing the clients' needs with the desire to sell product
- Identifying which countries require higher levels of due diligence and scrutiny, and which are the most transparent
- Why Russian and CEE families and HNWLs prefer local banks over global banks

Dr. Vladislav Mudrych, Head of Eastern Europe, **Hypo Investment Bank**, Liechtenstein
Patrick Butler, Vice President Private Banking Austria & CEE, **Bank Sal. Oppenheim jr. & Cie.**, Austria
Deborah Fairlamb, Group Head of Wealth Management, **Bank of Georgia**, Ukraine

5:05 **Panel session: Latin America and the Caribbean**

- Why Latin America is seen as a natural market expansion for international private banks
- Opportunities for using the dollar as a base currency for investments in the region
- Identifying the services local HNWLs and families are requesting from their bankers

Jaime Carvallo, Co-Founder, **Park Sutton Advisors**, US
Dan Wright, SVP & Head, Wealth Management International Banking, **Scotiabank**, Canada

5:45 End of conference

Get the most from your conference



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

contact

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



Meet and talk about the business issues on your brain.



Interactive roundtable discussions allow delegates to meet and discuss issues relevant to their job functions.

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Intermediary HNW business development

Private banks, family offices, and independent HNW advisors hold the keys to a vast number of underserved assets and securing a spot on their distribution platform is not easy to come by. However, because these groups are the gatekeepers to accessing the world's wealthiest investors, focusing on building relationships with these key distributors is crucial.

Private Banking World is the event where you will strengthen relationships with private banks & family offices, access international HNW advisors and gain unique insight into the guarded international private banking world.

Who should sponsor?

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Sponsor Private Banking World and:

- Educate private banks, family offices and independent wealth managers on your products and services
- Build your brand in the lucrative private wealth market
- Meet and network with private bankers and family offices
- Showcase new teams and offices
- Stand apart from your competition

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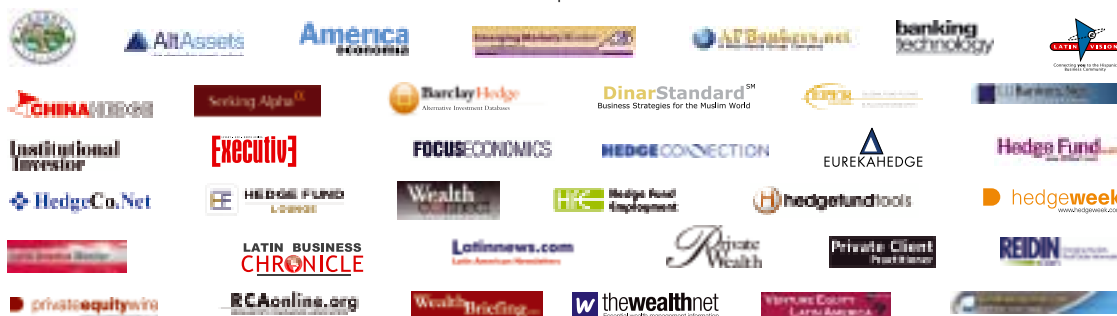
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PRIVATE BANKING WORLD 2009

February 23-26, 2009, Atlantis, Paradise Island, Bahamas

5 easy ways to register

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Package	Before Nov 28	Before Jan 9	Before Jan 30	After Jan 30	How many	Calculate your ticket
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All tickets include refreshments, lunch and full conference documentation. The fee does not include hotel accommodation.

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1				
2				

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3. Terrapinn will make available course documentation to a delegate who is unable to attend and who has paid
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5. Terrapinn 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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