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# 4th Annual **PRIVATE BANKING** Asia 2008

14 – 17 April 2008

Raffles City Convention Centre, Singapore

Asia's most  
prestigious  
&  
influential  
Private Banking  
&  
Wealth Management  
conference

AAFM members will earn 3 CPD points at this conference

[www.terrapiinn.com/2008/pbasg](http://www.terrapiinn.com/2008/pbasg)



High net wealth  
management

## 4 day highlight including:

2

day  
Private Banking  
conference

1

day  
Asian Family  
Office Forum

1

Gala Dinner

1

Pre-conference  
masterclass

1

Post-conference  
masterclass

400

industry  
senior  
executives

More than

10

hours  
of networking  
opportunities


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team along!**

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Equity Derivatives House of the Year



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# Strong economic growth

## Leading to the expansion of HNWI's financial wealth

### Who will benefit from Private Banking Asia?

- Private bankers
- Wealth management advisors
- Single & Multi Family Offices
- Private investors
- Fund managers
- Life insurance professionals and advisors
- Assurance advisors
- Investment advisors
- Trustees
- Offshore banks
- Senior estate planners
- Tax consultants
- Anyone else in the wealth management arena

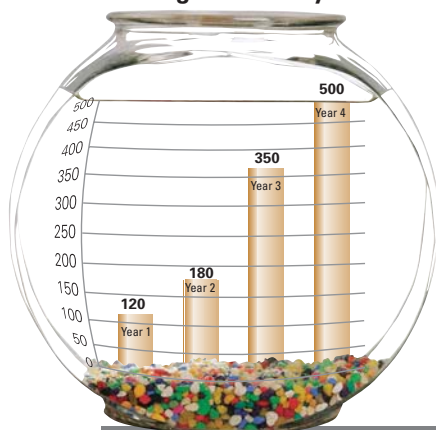
The opportunities for private banks in Asia Pacific are big and still growing. Not only are the world's wealthy finding new sanctuaries to park their wealth, outside of Switzerland, the booming Asia region is also churning out at least 200,000 new millionaires a year. As such, the draw for foreign banks to set up business in Asia has grown significantly in the last 5 years as they compete to capture a piece of the HNWI's business in this highly competitive landscape. Providing services for Asia's HNWI's is undoubtedly a strong growth market!

The **4th annual Private Banking Asia** conference strives to deliver the best wealth management forum to the astute leaders in this industry, providing you an in-depth look at the changes in the high net worth marketplace in the region. Do you really understand your clients' needs? Are you meeting their growing appetite? What will be the future for the new generation as wealth is transferred to them?

Consider our impressive consistent track record over the past 3 years as **ASIA'S MOST PRESTIGIOUS AND INFLUENTIAL PRIVATE BANKING CONFERENCE!** With over 350 delegates from across 6 continents in 2007, this is simply the best forum for all Private Bankers to learn and get an update on the progress of the industry and meeting the demands of their clients.

Also, find out how you can be part of the **Asian Family Office Forum** where Family Offices, Family Business owners and decision makers meet face to face. This highly exclusive Forum brings together Family Office perspectives, timely case studies and best practices in a spontaneous and engaging format. This is a one day closed door forum for qualified participants only.

### Our growth story



Call our customer service hotline at (65) 6322 2701 or visit our website at [www.terrapinn.com/2008/pbasg](http://www.terrapinn.com/2008/pbasg) to book your seats today!

### Why attend Private Banking Asia?

Never has the need for education in this industry been more apparent than now! Capitalise on the expertise of Terrapinn, the team that produces Asia's most successful investment conferences which brings the best of their knowledge to the private wealth arena.

### Contents

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# We bring you over 50 speakers representing the following organisations

## Private Banks

- ABN Amro Bank, UAE
- AIG Private Bank Singapore Representative Office
- Bank of Alexandria, Italy
- Banque Piguet & Cie S.A, Hong Kong
- Barclays Wealth, India
- CIMB Private Banking, Malaysia
- Commerzbank, Singapore
- Dawnay Day Group, India
- Deutsche Bank AG, Singapore
- Dubai Islamic Bank, UAE
- EFG Bank, Singapore
- EFG Private Bank, Switzerland
- Fortis Bank, Singapore
- HSBC Amanah Private Bank, UK
- ICICI Securities, India
- Standard Chartered, Singapore
- Kotak Mahindra Bank, India
- Merrill Lynch, Singapore
- Meyado Private Wealth Management, Singapore
- Rabobank International, Singapore
- Schroders & Co., Singapore
- UBS AG Singapore
- UBS Wealth Management Campus – APAC, Singapore

## Family Offices

- Ajia Partners, Hong Kong
- Arlan SA (Multi-Family Office), Switzerland
- Baci Family Investment Group, USA
- Despatch Industries, USA
- Family Office Exchange, USA
- IMC Investments, Singapore
- Myer Family Office, Australia
- Parly Company SA, Switzerland
- Pepper International LLC, USA
- PRISM Family Office, USA

## Academic Professionals

- Ateneo de Manila University, Philippines
- Lee Kong Chian School of Business SMU, Singapore

## Media

- Wealth Briefing, UK

## Industry Professionals

- American Academy of Financial Management, Singapore
- Expersoft Systems, Switzerland
- Friends Provident International, UK
- JPMorgan, Hong Kong
- Macquarie Equities, Hong Kong
- National Bank of Canada, Canada
- New Star Asset Management, UK
- Portcullis Trustnet, Singapore
- PricewaterhouseCoopers, Singapore
- Scorpio Partnership, UK
- SEI Investments, Hong Kong
- Society of Financial Service Professionals, Singapore
- Unibanco Asset Management, Brazil

## Foundations

- Give2Asia (Founded by The Asia Foundation), USA
- TSAO Foundation, Singapore



## Day One Tuesday 15 April 2008

www.terrapiinn.com/2008/pbasg

### 8:00 Registration & breakfast

### 9:00 Chairman's opening address

**Patrick Moisy**  
Head of Equity Derivatives, Asia  
JPMorgan, Hong Kong

### THE CHANGING NATURE OF WEALTH CREATION IN ASIA – NEW GENERATIONS AND NEW GEOGRAPHIES

#### 9:05 The changing landscape of wealth creation and preservation in Asia

Opening  
Keynote  
Panel

- Analyzing the key difference between wealth acquirers and wealth inheritors in goal-setting in wealth planning
- Key differences between traditional destinations of wealth generation and the new and emerging locations such as China and India
- Different asset allocation strategies for investing for the present versus the next generation
- Key strategies for the private banking community in dealing with these challenges

Panellists:



**Mohammed Abdel-Haq**  
Global Head  
HSBC Amanah Private Bank, UK



**Peter Flavel**  
Global Head of Private Banking  
Standard Chartered, Singapore



**Kong Eng Huat**  
Managing Director - Global Private Client  
Merrill Lynch, Singapore



**Saadat Muzaffar**  
Head International Wealth Management  
Dubai Islamic Bank, UAE

Moderator:



**Sebastian Dovey**  
Managing Partner - Head of Consulting  
Scorpio Partnership, UK

#### 9:50 Understanding the psychology of HNW investors within Asia today and how is it evolving generation to generation

- Evaluating and understanding the three broad profiles of modern HNW clients and their respective needs: the self-directed, the participator and the delegator
- Understanding the correlation between the dimensions that banks use to classify their clients and their differing needs
- Matching the right relationship manager to meet the investment needs of the two types of investors: wealth accumulators and wealth preservers



**Michael Armstrong**  
Industry Advisor  
American Academy of Financial Management (AAFM), Singapore

### 10:15 Morning refreshment and networking break

### BEST PRACTICE ASSET ALLOCATION STRATEGIES FOR HNWS

#### 11:00 Divergence in product differentiation by private banks

**Myra Chan**  
Head of Private Banking / Family Office Distribution, Asia  
JPMorgan, Hong Kong

#### 11:30 Diversifying your portfolio through direct commercial real estate investment - Opportunities in Asia and continental Europe

- Why commercial real estate should be part of your total investment portfolio
- Achieving both capital gain and secure income
- Characteristics of HNWI in relation to real estate investment



**Stuart Webster**  
Head of Global Property  
New Star Asset Management, UK

#### 12:00 Evaluating the changing investment climate: How products from HNWs is different from institutional investors

- How will a HNW individual's investing behaviour determine their asset allocation strategy?
- Analysing the hottest asset classes and integrating traditional and alternative asset classes into an existing portfolio
- Managing alternative investment portfolios
- How the investment criteria is different from HNWI and institutional investors

Panellists:



**Tuan Huynh-Huu**  
Division Director, Structured Products & Funds  
Macquarie Equities (Asia) Limited, Hong Kong



**Aline Sun**  
Head of Asset Allocation  
Unibanco Asset Management, Brazil



**Kurt Schenk**  
Managing Director  
EFG Bank, Singapore



**Leslie Phang**  
Asia – Head of Investments  
Commonwealth Bank of Australia, Singapore

Moderator:



**Joseph Tan**  
Senior Strategist  
Fortis Bank, Singapore

### 12:40 Lunch and networking break

### LOCAL AND GLOBAL WEALTH PRESERVATION STRATEGIES

#### 2:20 The challenges of developing a global private banking solution and what role does the localisation of the products and services play

Panel  
Discussion

- Analysing the product strategies developed for the HNWs both globally and in Asia
- Localising the product and personalising the experience
- Creation of sophisticated investment vehicles and selecting the right investment criteria
- Examining the key aspects of a diverse portfolio and the ideal weightings for asset allocation

Panellists:



**Naveed I. Ahmad**  
Head of Investments - Wealth Management  
Dubai Islamic Bank, UAE



**Hesham Hamdy**  
Head of Risk Management  
Bank of Alexandria, Italy

**Nadav Leheavy**  
Vice President, South East Asia  
AIG Private Bank Singapore Representative Office

Moderator:



**Michael Chan**  
Chief Representative- Greater China Region  
Banque Paribas & Cie S.A, Hong Kong

#### 3:05 Privileged access to Canadian citizenship for HNW individuals and how private bankers can benefit from this program

Case  
Study

- Canada's government managed, risk-free immigration scheme offers private bankers and their clients unique opportunities
- Alternative residency and citizenship as a tool for private wealth planning
- Program overview, the role of National Bank of Canada, and Canada's advantages as an immigrant destination



**Louis Leblanc**  
Vice President and Managing Director - Immigrant Investor Programs  
National Bank of Canada

## Day One (cont'd)

**3:30 Roles of the local and national banks in providing HNW management in the competitive landscape**Panel  
Discussion

- Understanding the local market as the key to grow the market and form the localized business
- Why would clients choose local banks as their preferred wealth advisor over the top international brands?
- Tapping into a market not easily assessed by the big players?
- Are local banks creating a better Needs-Based Service Model for HNW clients
- How can the industry meet the demands of the better educated and more demanding new generation

Panellists:



**Alan Inn**  
Co-Head  
CIMB Private Banking, Malaysia



**Saadat Muzaffar**  
Head International Wealth Management  
Dubai Islamic Bank, UAE




**Anup Bagchi**  
Head – Global Private Banking  
ICICI Securities, India

Moderator:



**Leong Sze Hian**  
President  
Society of Financial Service Professionals, Singapore

**4:15**  Welcome to the Terrapinn signature Speed Networking! Now you can meet the key players in your industry in a brief but fun environment!

**4:45 Afternoon refreshment and networking break**

**FAMILY WEALTH PLANNING****5:15 Leveraging technology in the family office segment of the wealth management market**

- Increasing efficiency and scalability of advisory and wealth management services
- Consolidating information and processes across distributed wealth and asset structures
- Improving and sustaining speed and precision despite rising market complexity
- Successful practical approaches and customer case study



**Urs-Peter Oehen**  
Chairman and Chief Executive Officer  
Expersoft Systems, Switzerland

**5:40 Family Office panel discussion - Combining philanthropy and wealth preservation from generation to generation**Panel  
Discussion

- Influencing more families in developing and implement their philanthropic objectives
- Encouraging the involvement of positioning philanthropy within the context of your overall financial plan
- Understanding the current and future estate tax liabilities from the impact on your charitable gift to eliminate the estate taxes

Panellists:



**Ronald R. Macleod**  
Managing Director  
Baciu Family Investment Group, USA



**Patrick J. Peyton**  
Chairman & Chief Executive Officer  
Despatch Industries, USA



**Yuelin Yang**  
Managing Director (Strategic Projects)  
IMC Investments, Singapore

Moderator:



**Carol Pepper**  
Chief Executive Officer and Founder  
Pepper International LLC, USA

**6:25 Chairman's closing remarks**

**6:30 Official cocktail reception for speakers and invited guests only**



## Day Two Wednesday 16 April 2008

**8:00 Registration & breakfast**

**Chairman's opening address****9:00 Exploring new frontiers in global wealth management**

- How did the industry get to where it is?
- What has gone right, and what has gone wrong?
- Where can the industry go?
- What should the industry do about ensuring it continues the journey?
- Why should we care?



**Sebastian Dovey**  
Managing Partner - Head of Consulting  
Scorpio Partnership, UK

**9:25 Succeeding in private banking: Building a compelling client proposal**

- Emerging trends in wealth management
- Transforming the operating model to enrich end client experience
- Achieving the role of a trusted adviser



**William Cassidy**  
Managing Director  
SEI Investments, Hong Kong

**BUILDING A COMPELLING RELATIONSHIP WITH YOUR CLIENT****9:50 Private placement insurance - The essential private banking tool**

**Brendan Harper**  
Technical Services Manager  
Friends Provident International, UK

**10:15 Morning refreshment and networking break**

**TALENT DEVELOPMENT AND THE CONTINUED GROWTH OF THE WEALTH MANAGEMENT INDUSTRY****11:00 Ensuring the growth of the private banking industry through talent development**Panel  
Discussion

- Addressing the shortage of talent within the wealth management industry and ensuring the growth of talent keeps up with the growth of the HNW individuals
- Identifying leadership and retaining talent in the industry
- Designing training modules that will lead to employee's personal development
- Becoming the key employer and industry of choice through recruitment, professional development and retention

Panellists:



**Francis Koh**  
Practice Professor of Finance & Associate Dean Director -  
MSc in Wealth Management Programme  
Lee Kong Chian School of Business SMU, Singapore



**Justin Ong**  
Head of Wealth Management  
PricewaterhouseCoopers, Singapore



**Markus Tanner**  
Head  
UBS Wealth Management Campus – APAC, Singapore



**Henrik Mikkelsen**  
Head of Private Banking  
Commerzbank, Singapore



**Balakrishnan Kunnambath**  
Managing Director, Global Market Manager  
- Indian Subcontinent  
SG Private Banking (Asia Pacific), Singapore

Moderator:



**Andrew Deane**  
Global Business Development Director  
Wealth Briefing, UK



## Day Two (con'td)

www.terrapinn.com/2008/pbasg



**11:50** In this series of 4 interactive Roundtable Discussions, delegates will have the opportunity to participate and uncover the latest cutting edge "user generated" content with other like minded individuals. The roundtables will run for 30 minutes each with a designated moderator who will facilitate discussions on pertinent issues of the day.

**Roundtable I: Islamic wealth**

Led By:

**Saadat Muzaffar**Head International Wealth Management  
Dubai Islamic Bank, UAE**Roundtable II: Women and wealth**

Led By:

**Davy Lassagne**

Private Wealth Manager

**Meyado Private Wealth Management, Singapore****Roundtable III: New generation's wealth and succession**

Led By:

**Carol Pepper**

Chief Executive Officer and Founder

**Pepper International LLC (Multi Family Office), USA****Roundtable IV: New products for the HNWs**

Led By:

**Kurt Schenk**

Managing Director

**EFG Bank, Singapore****12:20 Lunch and networking break****WEALTH TRANSFER & THE ROLE OF PHILANTHROPY AND TRUSTS****1:50 Evaluating the rise of philanthropy and the role of the private banker**

- Trends in philanthropy globally and learning points for the Asia region
- Evaluating the impact on how private bankers can emphasize the value of philanthropy to HNWs
- What are the key drivers for organized and systematic philanthropy
- Elaborating the legal and tax structures for philanthropy

**Terry Alan Farris**

Head of Philanthropy Services, Asia-Pacific

**UBS AG Singapore****2:15 How can collaborative wealth planning help HNW individuals best achieve their financial goals?**

- Family business and intergenerational wealth
- Trusts and foundations as vehicles in intergenerational wealth management
- Examining the jurisdiction of choice for trusts and foundations

**David Chong**

Chairman

**Portcullis TrustNet Group, Singapore****2:40 Philanthropic trends in the Pacific Rim: A look at the latest issues affecting philanthropy throughout the Pacific Rim**

- Trends and regulation in the United States, affecting US-Asia charitable giving
- The latest on the connections between wealth management and philanthropy
- News from the nonprofit sectors of China and India

**Mike Rea**

President &amp; Chief Executive Officer

**Give2Asia (Founded by The Asia Foundation), USA****3:05 Philanthropy – More than just dollars and sense**

- What is corporate philanthropy?
- Challenges and opportunities
- Case study: TSAO Foundation

**Dr Mary Ann Tsao**

President

**TSAO Foundation, Singapore****3:30 Afternoon refreshment and networking break****NEW AND EMERGING GROWTH MARKETS****4:00 The growth of the Islamic wealth management industry in Asia**Panel  
Discussion

- Overview of the market size, segmentation and growth potential in the Islamic Private Banking
- Building global strategy for Islamic wealth management through Shariah compliant products for Muslim HNWs
- Examining the advantages of investing into Asia and the opportunities for growth
- What are the challenges for fund managers on innovations?

Panelists:

**Mohammed Abdel-Haq**

Global Head

**HSBC Amanah Private Bank, UK****Hassan El Nahas**

Head of ABN AMRO Private Banking

**ABN Amro Bank, UAE****Naveed I. Ahmad**

Head of Investments - Wealth Management

**Dubai Islamic Bank, UAE**

Moderator:

**Leong Sze Hian**

President

**Society of Financial Service Professionals, Singapore****4:45 New developments of private banking in India to meet the demands of the HNWI**Panel  
Discussion

- Building market entry solutions for India's emerging wealth markets
- Ensuring a healthy private banking sector with an effective regulation and understanding of taxation requirements
- Meeting the diverse banking and investment needs of the NRI globally on returning investments back into India
- Addressing the concerns for shortage of private bankers to meet the growing HNWs in India

Panellists:

**Anup Bagchi**

Head – Global Private Banking

**ICICI Securities, India****Satya Narayan Bansal**

Chief Executive Officer

**Barclays Wealth, India****Jaideep Hansraj**

Head of Private Banking

**Kotak Mahindra Bank, India****Ronil Suja**

Region Head (India)

**Rabobank International, Singapore**

Moderator:

**Arpit Agarwal**

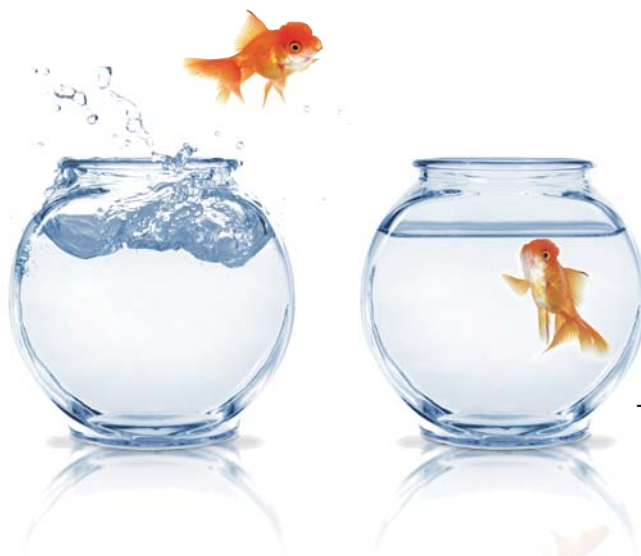
Managing Director &amp; Group Chief Executive Officer - Financial Services

**Dawnay Day AV Group, India****5:30 Chairman's closing remarks****7:00 Charity Gala Dinner**



# ASIAN FAMILY OFFICE FORUM 2008

A full day interactive forum designed for members of Family Offices to learn best practices from other established family offices as well as offering a platform for the desired HNWs to understand the fundamentals of setting up an office with their trusted advisors. Registration for this forum requires pre-qualification. Contact us to find out more.



Transferring wealth

## Featuring key industry experts:

**J. Mark Fisher**  
Finance Manager  
**Arlan SA (Multi-Family  
Office), Switzerland**



Originating from the oil business in the 1970's, Arlan SA Geneva was founded over 20 years ago in Switzerland as a service company or a single family office. Arlan SA is now a "Multi-Family Office Platform" opening its services to others: specifically for Wealth Management Services, Fund Advisory and Family Office & Administration. Arlan is a regulated financial intermediary in Switzerland (Member GSGCI & OAR-G). Over the last few years Arlan has acted as the Chief Investment Officer (CIO) for four trusts, two foundations while managing and advising over 300 million Euros across seven banks and some 25+ discretionary mandates.

**Paul Heffner**  
Managing Partner  
**Ajia Partners,  
Hong Kong**



Recognizing the high concentrations of wealth in Asia, particularly in ownership of businesses and properties, Ajia Partners was built on a network of leading families mostly from Japan, China, Taiwan, Hong Kong and Korea. The business model was designed to enhance access to quality investment opportunities - this advantage has provided and still provides Ajia Partners' direct investment businesses with competitive and often exclusive deal flow.

**Ronald R. Macleod**  
Managing Director  
**Baciu Family  
Investment Group, USA**



Ron Macleod is Managing Partner of Baciu Family Capital Management (BFCM). BFCM is a private family investment office in California. In less than one year, Macleod has succeeded in migrating a very private family with over 12 separate third generation shareholders, with over 75 subsets generations into a focused and actionable family office. The family's real estate holdings are the primary driver of wealth and Macleod has provided a solid exit strategy. Macleod has developed and implemented a family succession plan, a concise investment policy statement, and provided oversight to day-to-day management of the family.

**Carol Pepper**  
Chief Executive Officer and  
Founder  
**Pepper International LLC  
(Multi Family Office), USA**



Carol Pepper of Pepper International acts as her clients' trusted advisor. She works with clients to create a comprehensive wealth management plan, then assembles a top team to execute the strategy. Pepper International acts as a virtual family office for high net worth clients in the United States and in Europe.

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Wednesday 16 April 2008

www.terrapiinn.com/2008/pbasg

**8:00 Registration & breakfast**

**Chairman's opening address**

**9:00 Best practice in family office management**

- Understand the most critical practices used by leading family offices
- View profiles for different types of family offices and how they measure success
- Learn how office staff allocate their time
- Gain new insights on the cost of managing family wealth



**Sara Hamilton**

Founder and Chief Executive Officer  
**Family Office Exchange, USA**

**CREATING AND RUNNING A SUCCESSFUL FAMILY OFFICE**

**9:30 Setting structures and processes newly established family offices**



- Who should have a family office?
- The importance of governance and communication strategies within the office
- Understanding the working relationship between the financial professionals and family members

Panelists:



**Ronald R. Macleod**

Managing Director  
**Baciu Family Investment Group, USA**



**Graham Reeve**

Managing Director  
**Myer Family Office, Australia**



**Carol Pepper**

Chief Executive Officer and Founder  
**Pepper International LLC, USA (Multi Family Office)**

Moderator:



**Sara Hamilton**

Founder and Chief Executive Officer  
**Family Office Exchange, USA**

**10:20 Examining the relationship between family dynamics and wealth management**

- Building strong and good fundamentals to create family office
- How can family dynamics and governance influence on the various aspects of wealth management decisions
- Understanding where a private bank can work with family offices to add value



**Graham Reeve**

Managing Director  
**Myer Family Office, Australia**

**10:50 Morning refreshment and networking break**

**ASSET ALLOCATION STRATEGY TO ENHANCE GREAT RETURNS**

**11:30 Analysing the various investment vehicles on how it will enhance the portfolio structure to generate greater returns**



- Where are the investment opportunities from the family office perspective?
- Selecting the right asset protection vehicle to grow and protect wealth
- Matching superior investment with risk-adjusted returns for family offices
- Assessing the risk appetites of HNWI's through the maturity of the family office

Panelists:



**Robert J. Bernstein**

Managing Partner  
**PRISM Family Office, USA**



**Peter Fletcher**

Managing Director  
**Parly Company SA, Switzerland**



**Paul Heffner**

Managing Partner  
**Ajia Partners, Hong Kong**

Moderator:



**J. Mark Fisher**

Finance Manager  
**Arian SA (Multi-Family Office), Switzerland**

**12:15 Diversifying your portfolio through direct commercial real estate investment - Opportunities in Asia and continental Europe**

- Why commercial real estate should be part of your total investment portfolio
- Achieving both capital gain and secure income
- Characteristics of HNWI in relation to real estate investment



**Stuart Webster**

Head of Global Property  
**New Star Asset Management, UK**

**12:40 From HNW individuals to Family Offices, from simple to complex, how did structured products evolve to meet investor's risk and return profile?**

**Gregory Yu**

Head of Product Development Asia  
**JPMorgan, Hong Kong**

**1:05 Lunch and Networking Break**

**TURNING FAMILY BUSINESS INTO PRIVATE FAMILY OFFICE?**

**2:30 Building a passion, values and collaboration model for family sustainability**

- Perverse perspectives: Investment horizons too long and family legacy horizons too short
- To be or not to be (a Family Office)
- Building a Passion / Values / Collaboration model for family sustainability

**Robert J. Bernstein**

Managing Partner  
**PRISM Family Office, USA**

**2:55 Is setting up a family office more lucrative than running a family business**

- Should family members consider exit strategies of their business to set up a family office to gain capital appreciation?
- What are the pros and cons of family involvement in a family office compared to a family business
- What are the general family attitudes towards family business, and are family offices better investment options?

**Maria Teresa Lapus-Galura**

Director  
**Ateneo Family Business Development Centre, Philippines**

**3:20 The true value of the family office to the private banking business model**

- How can family offices provide endless opportunities through long-standing relationship
- Seeking advice through banks on setting trusts for asset protection
- Building a lucrative business structure through premium services



**Carol Pepper**

Chief Executive Officer and Founder  
**Pepper International LLC, USA (Multi Family Office)**

**3:45 Afternoon refreshment and networking break**

**TAX MANAGEMENT AND ESTATE PLANNING FOR THE NEXT GENERATION**

**4:15 The Asian Family Offices – Key Challenges**

- Business & Family Factors
- What is a Family Office
- Why have a Family Office
- Goals of a Family Office



**Yuelin Yang**

Managing Director (Strategic Projects)  
**IMC Investments, Singapore**

**4:40 Protecting the family trust and trustees liability after wealth transfer**



- Seeking appropriate liability insurance for HNW families on administrative operations
- Understanding the implications of the choices of wealth transfer for you and your family
- Ensuring successful succession of wealth after the 2<sup>nd</sup> generation

Panelists:



**Patrick J. Peyton**

Chairman & Chief Executive Officer  
**Despatch Industries, USA**



**Peter Fletcher**

Managing Director  
**Parly Company SA, Switzerland**

Moderator:



**David Chong**

Chairman  
**Portcullis TrustNet, Singapore**

**5:40 Chairman's closing remarks**

**5:45 Private cocktail reception for speakers and invited guests only**



Monday, 14 April 2008

**Pre-conference Masterclass****The use of technology in client portfolio management****Masterclass objective**

With increasing global complexities of products and services, accessibility of multiple markets and globalisation of regional players, there is a vast array of fund management styles, investment strategies and options available. Technology is no longer playing the role of seamless execution but has moved into the role investment planning. This session will highlight the increasing role of Technology for portfolio management, market and fund manager selection.

**Masterclass outline**

Models for portfolio asset allocation

Models to select portfolio managers

Creating a multi manager portfolio and effective tracking

Portfolio risk metrics

**Who should attend?**

- Heads of Private Banks
- Heads of Wealth Management Firms
- Family Offices
- Trust Administrators
- Wealth Managers
- Fund Managers
- Asset Consultants
- Multi Manager Consultants
- Heads of Technology

**About the masterclass leader:**

Arpit Agarwal is amongst the first few who launched the business of Private Banking in India as early as 1993. During the last 14 years, he has conceptualized, launched and successfully built sizeable Private Banking businesses for DSP Merrill Lynch, BNP Paribas and ICICI Bank Ltd. in India and has hands on experience with high net worth Indian Resident and Non-Resident clients across the world.

He is now the MD & Group CEO of the Financial Services business of Dawnay Day AV in India. Dawnay Day AV is a specialized financial services provider, formed through a joint venture between Dawnay Day International (DDI) and Alok Vajpeyi.

Thursday, 17 April 2008

**Post-conference Masterclass****High-Value Relationship Management****Masterclass objective:**

- Plan a better client/market strategy
- Effectively acquire new and profitable clients
- Employ segmentation strategies to maximize the potential of your customer base
- Refine your soft skills and be able to better build rapport and trust with your clients

**What makes WM different?**

- a. Defining HNWI Retail Banking, Wealth Management, and Private Banking – why they are different.
- b. The relationship component – why it's so important
- c. The psychology of High Net Worth 'investors' – what's important, what's not

**Segmenting the clients**

*Segmentation Exercise I:* In teams of 3-4 people, each group will classify key customer segments and their needs within the local market

*Segmentation Exercise II:* Risk Profiling: Continuing the exercise, groups will determine for the key segments, the typical risk behaviour and likely asset mix to correspond.

**Advanced Client Handling Skills**

- a. Selling skills for HNWI's
- b. Psychological and Behavioral Profiling of WM clients

*Segmentation Exercise III:* Solution Offering: Continuing the deep dive technique, groups will determine for the key segments and needs, both a product mix, and sales proposition

**About the masterclass leader:**

Mr. Michael Armstrong runs his own financial services and is also an Industry Advisor to the American Academy of Financial Management (AAFM). His experience covers all aspects of financial services including, wealth management, product development, distribution, marketing and operations, working with global financial services firms including Citibank and HSBC. At HSBC Mr. Armstrong was responsible for development of alternative distribution channels including internet and self-service devices. Prior to this he was responsible for all consumer finance products in the Asia Pacific region.

Official business newspaper:

## About our sponsors

### Platinum sponsors:



**JPMorgan Chase & Co.** (NYSE: JPM) is a leading global financial services firm with assets of \$1.5 trillion and

operations in more than 50 countries. The firm is a leader in investment banking, financial services for consumers, small business and commercial banking, financial transaction processing, asset management, and private equity. A component of the Dow Jones Industrial Average, JPMorgan Chase serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its JPMorgan and Chase brands. Information about the firm is available at [www.jpmorganchase.com](http://www.jpmorganchase.com)

JPMorgan Chase & Co has enjoyed more than 130 years of success in Asia Pacific. It's presence in the region dates back to 1872, when the firm opened their first office in Sydney. Since then, JPMorgan has expanded its network to 25 offices in 14 countries that employ more than 17,000 people. JPMorgan's regional headquarters in Hong Kong, which has been operating for 76 years, is the company's second-biggest office outside the U.S. with more than 2,000 staff



**New Star** - an excitingly different company. Founded in June 2000 by John Duffield, New Star is an investment management company committed to offering investors superior performance across a broad range of asset classes, from equities and bonds to more specialist areas such as property. The group manages US\$49.2 billion\* on behalf of investors.

New Star's fund management team comprises some of the most talented and experienced fund managers in the industry and they also devote time and energy to developing the skills of younger investment professionals. The culture encourages investment teams to share and debate stock ideas within a dynamic and free-thinking environment.

New Star's managers are not forced to adhere to a house investment style. New Star believes that proven fund managers should have the freedom to back their own judgement, subject always to rigorous monitoring and control.

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Excellence in  
Wealth Management

Expersoft currently serves over 200 clients worldwide from its headquarters in Switzerland and through its subsidiaries and distributors in Europe, the Middle East, Asia-Pacific and North America.

Expersoft offers the comprehensive wealth management suite PM1e for analyzing, planning, implementing and controlling investments within one integrated, scalable, and easy to use environment. Its supports a truly Straight Through Process from relationship management to investment decision, order management and financial accounting.



**NATIONAL  
BANK  
OF CANADA**

Founded in 1859, the **National Bank of Canada** is one of Canada's major chartered banks with assets under management in excess of CDN \$242.3 billion and a Canada-wide network of 448 branches and more than

17,000 employees. Its stocks are listed on the Toronto Stock Exchange.

The National Bank is an integrated group that provides comprehensive financial services to consumers, small and medium-sized enterprises and large corporations in its core market, while offering specialized services to its customers elsewhere in the world.

The Bank is an active player on international capital markets and, through its subsidiaries and other entities, is involved in securities brokerage, insurance and wealth management, as well as mutual fund and retirement plan management.

National Bank Financial, which is one of Canada's biggest and most respected investment firms, is the National Bank of Canada's largest business group. Headquartered in Montreal, National Bank Financial has 86 branches across Canada with over 3,000 employees and manages approximately CDN \$52.5 billion for its clients. As well as providing a full range of financial services, from brokerage services and investment banking to estate planning, wealth protection and insurance products, National Bank Financial operates Canada's two immigrant investor programs under the leadership of Mr. Louis Leblanc.



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New answers.®

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MACQUARIE

**Macquarie Group** is one of the largest global providers of specialist financial and investment services headquartered in the Asian time zone. Macquarie provides specialist investment, advisory, trading and financial services in select markets around the world. We focus on areas of business where our particular skills and expertise deliver a real advantage for clients, concentrating resources where we can add the most value. As a result, we have established leading positions in a diverse range of market segments and regions globally.

We have been active in Asia for over a decade, establishing our office in Hong Kong in 1994. Today, we have approximately 1,800 professionals in 11 markets across Asia. This team is complemented by the resources of Macquarie's global network of more than 11,000 people in 25 countries across Europe, Asia, the Americas, Africa and Australasia.

Macquarie Group, headquartered in Australia, comprises Macquarie Group Limited (ASX:MQG) and its subsidiaries and affiliate worldwide. In 1996, Macquarie listed on the Australian Securities Exchange and today ranks as one of Australia's top 15 companies by market capitalisation.



**FRIENDS PROVIDENT  
INTERNATIONAL**

**Friends Provident International** is a wholly owned subsidiary of UK life insurer Friends Provident a FTSE 100 listed company. Working with professional advisers and banks, Friends Provident International offers a range of insurance-based wealth management solutions tailored to the needs of the sophisticated, international investor.

From regular savings vehicles accessing a range of best of breed funds to private placement insurance 'wrappers' Friends Provident International combines experience, top quality customer service and innovative product design to meet clients' needs.

Friends Provident International is headquartered in the Isle of Man, a AAA-rated and highly regarded financial centre. Friends Provident International operates fully authorised and licenced branches in Singapore, Hong Kong and Dubai providing local support to both business

### Event partner:



**PORTCULLIS TRUSTNET**

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**Portcullis TrustNet** refers to a global network of companies employing lawyers, trusts and company administrators, accountants and fiduciaries offering corporate, trustee and fund administration services to private individuals, to institutions and to professional advisers and their clients around the world. A list of the companies in the network with contact details and a profile of directors and senior staff can be seen at [www.portcullis-trustnet.com](http://www.portcullis-trustnet.com)

There are Portcullis TrustNet offices in Singapore, Malaysia, Mauritius, Hong Kong, Seychelles, British Virgin Islands, Cooks Island, Labuan, Samoa and Taiwan.



# NEW STAR.

## THE INVESTMENT STARS.



### AN EXCITINGLY DIFFERENT INVESTMENT COMPANY.

Founded in June 2000, New Star is an investment management company committed to offering investors superior performance across a range of asset classes, from equities and bonds to more specialist areas such as property. New Star currently manages US\$49.2 billion\* on behalf of investors.

New Star's fund management team comprises some of the most talented and experienced fund managers in the industry. Time is also devoted to developing the skills of younger investment professionals. As an active fund management company, our fund managers are encouraged to share and debate stock ideas in a dynamic and free-thinking environment and have the freedom to follow their convictions, subject always to rigorous monitoring, control and compliance.

For further information please contact:

New Star International Investment Products (Asia) Limited, 1502 York House,  
The Landmark, 15 Queen's Road Central, Hong Kong

**+852 2521 4900**  
**www.newstaram.com**

NEW  
STAR  
恒昇



## Join us for *Cocktails*

**15 April 2008, 6 – 8 pm**

**Swissotel, Level 2**

white martini lounge



An unadulterated breath of inspirational charm, Café Swiss with an inviting aura of contemporary elegance and warmth plays venue for the 4th Annual Private Banking Asia Opening Networking Cocktail Reception: The White Martini Lounge.

Our aim – entices you to unwind, connect with fellow associates, key players and buyers whilst enjoying White Martinis, the bespoke signature drink for Private Banking Asia 2008 in a cosy environment brimming with positive energy.

Enjoy a lustrous evening of classic smooth and contemporary jazz by a stellar line up of virtuoso performing artists and musicians along with some down tempo delights for the discerning lounge gems. For the art connoisseurs and passionate - let the latest art collection showcase tickle your fancy. A matrimony of fine entertainment, unrivaled company and selection of intoxicating cocktails with hors d'oeuvres awaits you.

Envisage this all white! You get the message.  
*(For Private Banks and Invited Guests only)*



# Activities

## Soirée de Philanthropie

**16 April 2008 • 7 pm**  
**Raffles Hotel**

*Pre-registration required*

Philanthropy takes on many forms. It is caring and serving. It is our individual response to human needs; an opportunity to be involved. The "Soirée de Philanthropie" is a gala dinner recognising those within our community making the greatest contribution to philanthropy. Held alongside the 4th Annual Private Banking Conference and the 1st Annual family Office Forum, the gala evening will be fun, it will recognise those who have made the greatest contribution to society and it will also raise money for those less fortunate. You will be able to network with other like minded individuals who believe in philanthropy.

**"Soirée de Philanthropie"** will be held at the famous Raffles Hotel. Raffles Hotel opened in 1887 in a rather sombre-looking old bungalow known as the Beach House. It was named after Sir Stamford Raffles, the founder of modern Singapore. Topical suites and sola topis were as much a part of Raffles Hotel's early style as bentwood tables and rattan chairs. Over the years the hotel has evolved into one of the world's most beloved grand hotels and welcomed innumerable celebrities, writers and royalty.

Fine wine, world class catering and international entertainment await you. Be part of this unforgettable evening!

Tables are priced at \$5000 each. Proceeds from the dinner will be donated to a selected charity. For enquiries and RSVP, contact Valerie Su at +65 6322 2721 or email: [valerie.su@terrapinn.com](mailto:valerie.su@terrapinn.com)



# Profile your company at Asia's leading Private Banking event

“ Asia Pacific contains 27.1% of the global HNW population and 22.9% of global wealth and HNW financial wealth in the region is forecasted to reach US\$10.6 trillion by year 2010. ”

With Asia poised as the largest growing market for the wealth management industry and Singapore as a major hub where private banks' products are developed for international markets, the potential for unprecedented opportunities and significant expansion is phenomenal! With an unrivalled track record and our commitments to this sector, **Private Banking Asia 2008** in its 4th annual year, is a strategic and tested marketing avenue and platform to the lucrative wealth management community. This is an excellent opportunity to meet, influence, network and foster great relationships with hundreds of Private Banks within two days, raising your sales productivity and measured ROI.

Reinforce your positioning and marketing strategies, leverage on the growing success of Asia's established **Private Banking Asia 2008** and join us as leading partners and sponsors.

Private Banking Asia sponsors are typically:

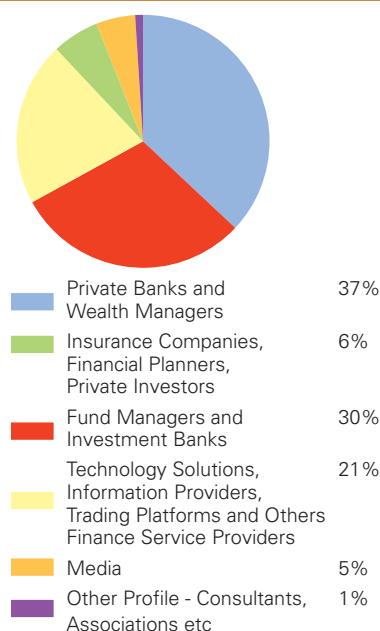
- Fund Managers
- Investments Banks
- Private Banks
- Solutions and Service Providers including Executive Search Firms, Legal, Tax, Accounting, Risk, Index
- Platforms Providers

Enjoy unsurpassed benefits and high ROI:

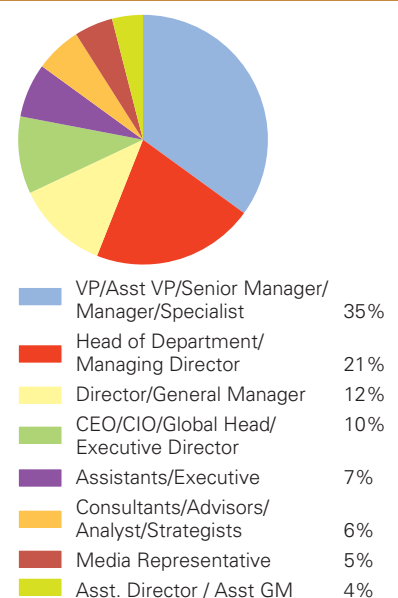
- Gain valuable customers and industry's contacts
- Meet and network with the region elite private bankers, family offices and talents
- Promote your investments products to a well targeted audience
- Market your funds
- Introduce and showcase your cutting edge solutions and services
- Talents Acquisition
- Stay abreast of the industry new and latest developments
- Gain global media exposure
- Support and participate in philanthropic and charity events

To meet leading Private Banks and major new players in the sector, contact Valerie Reena Su at +65 6322 2721, or email [valerie.su@terrapinn.com](mailto:valerie.su@terrapinn.com) for a confidential discussion on the various opportunities available.

By Industry Profile



By Job Function





## Registration form

4th Annual  
**PRIVATE**  
**BANKING** Asia 2008

14 – 17 April 2008  
 Raffles City Convention Centre, Singapore

## 4 easy ways to register

**Phone:** (65) 6322 2701  
**Fax:** (65) 6223 3554  
**On-line:** www.terrapinn.com/2008/pbasg  
**Post:** Terrapinn Pte Ltd  
 1 Harbourfront Place, #18-01  
 Harbourfront Tower One, Singapore 098633  
**Biz Reg No.:** 198902388R

## Delegate fees

Package	Private Banks (This price applies to Private banks only)	Regular Fee (This price applies to all other organisations apart from Private banks)
<input type="checkbox"/> 4 day pass (2 day conference + 2 masterclasses)	S\$ 4,895	S\$ 5,895
<input type="checkbox"/> 3 day pass (2 day conference + 1 masterclass)	S\$ 4,095	S\$ 5,095
<input type="checkbox"/> 2 day pass (2 day conference only)	S\$ 3,095	S\$ 4,095
<input type="checkbox"/> 1 day pass masterclasses	S\$ 1,695	S\$ 1,695
<input type="checkbox"/> Gala Dinner	\$5000 for a table of 10	
<input type="checkbox"/> Asian Family Office Forum	I would like to be pre-qualified	

**Register  
before 30  
January to  
enjoy  
savings of  
up to \$S590!**

\* The registration fee includes luncheons, refreshments and full conference documentation. The fee does not include hotel accommodation. Payment terms are 7 days.  
 Delegates may be refused admission if payment is not received prior to the conference.  
 \* 7% GST applies for local delegates

## Corporate groups. Yes, I want to send a team and save even more.

Delegates	Package	Normal Price	Group Price
<input type="checkbox"/> 3	4 day pass (2 day conference + 2 masterclasses)	S\$ 17,695	S\$ 15,916 <b>Save 10% S\$ 1,769</b>
<input type="checkbox"/> 6	4 day pass (2 day conference + 2 masterclasses)	S\$ 35,370	S\$ 28,296 <b>Save 20% S\$ 7,074</b>
<input type="checkbox"/> 8	4 day pass (2 day conference + 2 masterclasses)	S\$ 47,160	S\$ 35,370 <b>Save 25% S\$ 11,790</b>

**All organisations,  
including private banks,  
will enjoy group  
discounts. Contact us to  
find out more!**

\*\*Corporate booking prices cannot be used in conjunction with any other promotional prices

## Attendees Details

	Mr/Mrs/Ms	Full Name	Job Title	Telephone	Email
1					
2					
3					

## Company Details

Signatory must be authorised to sign on behalf of contracting organisation

Name: .....

Job title: .....

Authorising Signature: .....

Email: .....

Organisation name: .....

Industry: .....

Address: .....

Postcode: ..... Country:.....

Tel: ..... Fax:.....

## Method of payment

Registration is ONLY confirmed on receipt of payment. Please quote **121317**, your company name and delegate(s) name(s).

☐ Crossed cheque payable to Terrapinn Pte Ltd ☐ Bank Transfer

☐ Mastercard ☐ Visa ☐ American Express ☐ JCB ☐ Please invoice me

Cardholder's Name: .....

Card Number: .....

Cardholder's Signature: .....

Expiry Date: .....

**Bank Transfers:** Payment by bank transfer must quote the delegate name and reference below.  
 Transfers should be made to Standard Chartered Bank, 6 Battery Road, Singapore 049909  
**Account name: Terrapinn Pte Ltd, Account No. 01-008-9045-8**  
**PAYMENT MUST BE RECEIVED BEFORE THE CONFERENCE DATE TO GUARANTEE YOUR PLACE.** Payment must be received before the conference date to guarantee your place. Unpaid registrations will be billed 50% of the registration fee if you do not attend the event. You will, however, be given access to our online contact system and a copy of the conference documentation will be sent to you. Reference code: 121317

## Venue and hotel accommodation

**Venue:** Raffles City Convention Centre  
 2 Stamford Road, Singapore 178882 Tel: +65 6338 8585 Tel: +65 6338 2862

**Hotel accommodation:** Special corporate rates have been negotiated for conference delegates. Please make your bookings directly with the hotel. To take advantage of the special rates for conference delegates, please indicate that you are attending **Private Banking Asia 2008**

Hotel	Category	Room Rate	Tel
Fairmont	★★★★★	S\$330	+65 6339 7777
Swissotel The Stamford	★★★★★	S\$310	+65 6338 8585

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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 from: ☐ the Terrapinn group; ☐ or reputable third parties.

## Cancellation and transfer

Should you be unable to attend, a substitute is welcome at no extra charge. Alternatively, you may choose to credit the full value of your registration towards a future Terrapinn event. A 50% refund and the course documentation will be provided for cancellations received in writing up to 14 days before the event date. The company regrets that no refunds will be made for cancellations received less than 2 weeks prior to the conference. A complete set of course documentation will, however, be sent to you. Terrapinn reserves the right to cancel or alter the content and timing of the program or the identity of speakers for reasons beyond its control.

## For official use only

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