

# Family Office for Asian Families

Pre-Conference Workshop - April 5, 2006  
Conference - April 6 & 7, 2006  
Shangri-La Hotel - Singapore



*A Strategic Approach to Asian Long-term Family Wealth  
Management and the Set-up of a Family Office Structure  
to Service the Asian Families*

*An Update on Latest Development  
in the Family Office Arena with Peer Group Survey and  
Case-studies from USA, Europe, India, China and Singapore*

*Singapore as a Family Office Jurisdiction of Choice and  
Interesting Legal, Tax and Banking Platform*

*Sourcing Investment Opportunities in the Region*

Organised by :

In Partnership with :



## WORKSHOP

Eli Lenyoun

Head, Trust & Fiduciary Services  
COUTTS BANK VON ERNST, Ltd, Singapore

Carol Pepper

Member of the ESAFON Board  
President  
PEPPER INTERNATIONAL, New York

## DAY ONE

Chairman : Dr. Gero M. Bauknecht

Executive Board Member  
BEEKAY FAMILY OFFICE AG, Zurich

Fredda Herz Brown

Managing Partner  
THE METROPOLITAN GROUP, New Jersey

Gavin Rochussen

Chief Executive Officer  
FLEMING FAMILY & PARTNERS, London

Joseph A. Field

Principal  
WITHERS BERGMAN, New York

Robert S Mucklestone

Principal  
PERKINS COIE LLP, Seattle

Fabiola M. Suwanto

Partner, Personal Planning Group, Shanghai  
PERKINS COIE LLP

Siva Sivaramakrishnan

Founding Partner  
IL & FS TRUST COMPANY Ltd, India

Tom Clausen

Managing Partner  
CAPVENT AG, Switzerland & India

Sameer Sain & Sanjiv Gupta

Managing Directors  
INDIVISION, India

Clifford S.M. Ng

Partner  
PRESTON GATES ELLIS, LLP, Hong Kong

André Loesekrug-Pietri

Managing Partner  
A CAPITAL, Paris

## DAY TWO

Chairman : Paul Heffner

Partner  
AJIA PARTNERS, Hong Kong

Luz Foo Mei Lan

Head of Asset Management  
Financial Centre Development Department  
MONETARY AUTHORITY OF SINGAPORE,  
Singapore

Kenny Foo

Associate  
WITHERS LLP, Geneva

Renato Bloch

Board member of the Swiss Chinese Chamber of  
Commerce  
Public Notary and Senior Partner  
BLOCH LAW OFFICES, Lugano

Erich Baier LL.M.

Certified Tax Advisor  
BILANZ-DATA, Vienna

Paolo Panico

Chairman  
PRIVATE TRUSTEES S.A., Luxembourg

Mark J. Powers

President and CEO  
POWERS & DUBIN ASSET ALLOCATION &  
MANAGEMENT LLC, USA

Paul Rust

Manager  
L I FAR EAST Limited, Hong Kong

Denis Tracey

Deputy Director Asia – Pacific Centre for  
Philanthropy and Social Investment  
SWINBURNE UNIVERSITY OF  
TECHNOLOGY, Melbourne

# The First Asian Family Enterprise & Family Office Conference



Dear Executive,  
Dear Family Member,

As Asian economies grow rapidly, new wealth is being created at an unprecedented pace. For many wealthy Asia families, wealth will be transferred from the first generation to the second – an important transition in the lifecycle of long-term family wealth management, protection and preservation.

The **1<sup>st</sup> Asian Family Office Conference** has four objectives: (1) to give an overview of the Asian market and how Asian families deal with wealth creation, wealth preservation, and intergenerational issues; (2) to review the latest developments in family office practices around the world; (3) to address key aspects of the financial and fiduciary environment in Singapore from a family office perspective; and (4) to review the latest investment opportunities in the region.

This is an expert discussion led by high quality presenters, designed to help Asian families and their advisors to integrate family values and investment principles under one roof. This is particularly timely as more and more successful Asian families begin to encounter the myriad issues surrounding the growth, management and preservation of their wealth.

These topics will be discussed in depth by experienced speakers who are committed to transferring their knowledge and sharing their vision. Participants will also have the opportunity to benchmark their own structures, operations and costs against some of the best practices worldwide.

The Conference will address the structuring opportunities that Singapore offers, and how these compare with other jurisdictions. Family Offices often seek out flexible and innovative legal and regulatory environments as well as strong, developed and competitive banking communities.

Accessing high quality investment opportunities in Asian markets is also high on the list of priorities for many families, whether or not they belong to this region. The Conference therefore includes an in-depth review of investment opportunities in alternative Asian asset classes such as Private Equity and Real Estate. Many national economies in Asia are dominated by family-owned groups; building co-investment opportunities with these families makes even more sense at a time when the expected rate of return of Western markets is particularly unattractive.

The concept of the Family Office is set to grow and adapt rapidly to meet the demands of Asian families confronted with intergenerational wealth transfers. This will be an outstanding opportunity for them to benefit from the experiences of well-established family offices in other parts of the world, in terms of their operations, asset allocation and approach to international investing. On the other hand, Western family offices stand to gain an insight into the Asian investment mindset; on average, 50% of Western family office are in the process of defining their Asian investment strategy.

The conference is brought to you in partnership with **ESAFON**, the European Strategic Advisors and Family Network Association and **GWF** the Global Wealthy Family Circle.

We look forward to meeting you in Singapore.

Yours Faithfully,

François Golbery  
Chief Executive Officer  
MGI SWITZERLAND S.A.

## Workshop

April 5, 2006

### 1.30 Getting Started with an Asian Family Enterprise

- When to conduct a family wealth needs analysis
- Identifying strengths & weaknesses in family wealth
- Protecting & preserving family wealth with enhanced structural capital
- From family wealth to family enterprise

Eli Lenyoun  
Head, Trust & Fiduciary Services  
COUTTS BANK VON ERNST, Ltd, Singapore

3.00 Coffee Break

### 3.30 Why and How to Set-up a Family Office Type

- Overview of services offered and types of family offices
- Motivations for the set-up of a family office and operational issues
- Issues from the family's perspective
- Choosing the right family office for the family
- Conclusions

Carol Pepper  
Member of the ESAFON Board  
President  
PEPPER INTERNATIONAL, New York

5.00 Close of the Workshop

## First Day

April 6, 2006

08.30 Welcome Coffee and Registration for the 1<sup>st</sup> Annual Asian Family Office Conference

09.00 Opening Remarks by François Golbery and the Chairman  
“How do Family Offices Work, what is their Mission and Framework: Lessons learnt from a survey sampling US and Europe Family Offices”

Dr. Gero M. Bauknecht  
Executive Board Member  
BEEKAY FAMILY OFFICE AG, Zurich

### THE FURTHERANCE OF FAMILY- OWNED BUSINESSES: A WESTERN VIEW?

09.30 Designing a Framework for Managing Boundaries between the Family and its Business

Fredda Herz Brown  
Managing Partner  
THE METROPOLITAN GROUP, New Jersey

10.15 Understanding the Purpose and Key Features of the Various Family Office Models

Carol Pepper  
Member of the ESAFON Board  
President  
PEPPER INTERNATIONAL, New York

11.00 Coffee Break

### STRUCTURING NEEDS FOR FAMILIES WITH INTERESTS IN ASIA

11.30 What are the Requirements of European Families with Interests in Asia?

Gavin Rochussen  
Chief Executive Officer  
FLEMING FAMILY & PARTNERS, London

Joseph A. Field  
Principal  
WITHERS BERGMAN, New York

12.00 Helping Asian Families Grow, Manage and Preserve Their Wealth

- How to set-up a family office for an Asian family?
- How to ensure the family office meets the needs of the family?
- Asian clients' concerns regarding a family office structure
- International estate planning issues

Robert S Muckelstone  
Principal  
PERKINS COIE LLP, Seattle

Fabiola M. Suwanto  
Partner, Personal Planning Group, Shanghai  
PERKINS COIE LLP

## FOCUS SINGAPORE

- 12.30 **Case-Study: Establishing of a Family-owned Family Office in Singapore**

Eli Lenyoun  
Head, Trust & Fiduciary Services  
COUTTS BANK VON ERNST. Ltd, Singapore

- 1.00 Lunch hosted by



## FOCUS INDIA

- 2.30 **Trusteeship and Family Back Office: A paradigm shift in the management of Indian families and their personal wealth**

Siva Sivaramakrishnan  
Founding Partner  
IL & FS TRUST COMPANY Ltd, India

- 3.00 **The Attractiveness of Private Equity and Real Estate in India**

Tom Clausen  
Managing Partner  
CAPVENT AG, Switzerland & India

- 3.30 **Consumption : The next big wave**

Sameer Sain & Sanjiv Gupta  
Managing Directors  
INDIVISION, India  
*Sameer is a former Head of Special Investments at Goldman Sachs International and Sanjiv the former CEO of Coca Cola, India*

- 4.00 **Tea Break**

## FOCUS CHINA

- 4.30 **Setting up Chinese Family - Owned Family Offices and Related Structures to Invest into and out of China**

Clifford S.M. Ng  
Partner  
PRESTON GATES ELLIS, LLP, Hong Kong

- 5.15 **Private Equity Strategies in China for Family Offices**

André Loesekrug-Pietri  
Managing Partner  
A CAPITAL, Paris

- 6.00 **Closing Remarks by the Chairman**

- 6.15 **End of the day**

- 6.30 **Cocktail**

## Second Day

April 7, 2006

- 08.30 **Welcome Coffee and Registration**

- 09.00 **Opening Remarks by the Chairman  
"The Realities of Asian Families"**

Paul Heffner  
Partner  
AJIA PARTNERS, Hong Kong

### SINGAPORE'S DEVELOPMENT AS A WEALTH MANAGEMENT CENTRE

- 09.30 **Singapore's Development as a Financial Centre**

Luz Foo Mei Lan  
Head of Asset Management  
Financial Centre Development Department  
MONETARY AUTHORITY OF SINGAPORE, Singapore

- 09.45 **The Use of Singapore in International Wealth Planning**

Kenny Foo  
Associate  
WITHERS LLP, Geneva

- 10.30 **Coffee Break**

### TAX DRIVEN SCHEMES AND TOOLS

- 11.00 **The EU Tax Savings Directive**  
• The implication for Singapore  
• A starter for further and deeper cooperation

Renato Bloch  
Board member of the Swiss Chinese Chamber of Commerce  
Public Notary and Senior Partner  
BLOCH LAW OFFICES, Lugano

- 11.30 **The Austrian Private Foundation: A perfect tax tool for Asian families**

Erich Baier LL.M.  
Certified Tax Advisor  
BILANZ-DATA, Vienna

- 12.00 **Reserved Power Trusts and Foundations: Holding Assets for the Chinese and Indian Clients**

Paolo Panico  
Chairman  
PRIVATE TRUSTEES S.A., Luxembourg

- 12.30 **Lunch**

### STRATEGIC ASSET ALLOCATION & INVESTMENT OPPORTUNITIES

- 2.30 **Where are the Investment Opportunities:  
Asset classes & geo selection from a family office perspective?**

Paul Heffner  
Partner  
AJIA PARTNERS, Hong Kong

- 3.15 **The Pros and Cons of Futures for a Family Office**

Mark J. Powers  
President and CEO  
POWERS & DUBIN ASSET ALLOCATION & MANAGEMENT LLC, USA

- 3.45 **Structuring Asian Ownership of Wealth through Life Insurance**

Paul Rust  
Manager  
L I FAR EAST Limited, Hong Kong

### PHILANTHROPY: A KEY FEATURE OF ASIAN FAMILY BUSINESSES

- 4.15 **The Family Office and Family Philanthropy**  
• The virtue of families  
• What is philanthropy?  
• What is social investment?  
• Why should a family (or a family-owned business) be philanthropic?  
• What can a family office add to a new or established philanthropic programme?

Denis Tracey  
Deputy Director Asia – Pacific Centre for Philanthropy and Social Investment  
SWINBURNE UNIVERSITY OF TECHNOLOGY, Melbourne

- 5.00 **Closing Remarks by the Chairman**

- 5.15 **End of the Conference**

### ESAFON

#### The European Strategic Advisers & Family Offices Network

Join the Association of the Family Offices and their Best European Strategic Wealth Management Advisors.

- Develop Key Professional Contacts
- Network with Major International Leaders
- Be part of the ESAFON Directory
- Receive the ESAFON Review
- Benefit from a 50% Discount on your MGI Conference Fees

To receive full details, please send an email to Anne Golbery at [agolbery@mgi-direct.ch](mailto:agolbery@mgi-direct.ch) or visit our web site : [www.esafon.com](http://www.esafon.com)

## How to register

- ☐ By Phone : + 41 22 319 69 00  
☐ By Fax to : + 41 22 319 69 01  
☐ By Mail : MGI (SUISSE) SA  
 4, Bld James Fazy - CH-1201 Genève - Suisse  
☐ By Internet : www.mgi-direct.ch  
☐ By E-mail : customer.service@mgi-direct.ch

## Date and venue

**Conference :**  
**April 5, 6 & 7, 2006 (C0601)**  
**Shangri-La Hotel - Singapore**

## Accommodation

MGI has negotiated preferential rates with the Shangri-La Hotel - Singapore.

Please call our Registration Desk on 41 22 319 69 00 for further details and book your room as soon as possible.

## Fee

The fee for the conference includes refreshments, lunch, cocktail and a CD-ROM of the presentations

The fee for the conference only is (C0 601):

SG\$ : 4'150 ; US\$ 2'350 ; Euros : 1'950 ; £: 1'350 ; CHF 2'950

The fee for the workshop is (W0 601):

SG\$ : 850 ; US\$ 500 ; Euros : 450 ; £: 350 ; CHF 675

The fee for the conference & the workshop is (CW0 601)

SG\$ : 4'850 ; US\$ 2'750 ; Euros : 2'250 ; £: 1'560 ; CHF 3'450

- A 15% discount (not cumulative with other discounts) is granted for any early registration and payment before February 25, 2006

- A discount of 30% is granted to the second and any additional registration from the same institution

- Family members and Single Family Offices: SG\$ 2'150; US\$ 1'250; Euros 990; £ 690; CHF 1'500

## Payment

### ☐ By bank transfer :

Account Holder : MGI Management Global Information SA

From Singapore and Asia:

#### ☐ Payment in SG\$ :

• Bank : BCV - CP 270 CH - 1001 Lausanne

SWIFT : BCVLCH2L XXX - IBAN : CH97 0076 7000 Z511 4420 5

From Europe:

#### ☐ Payment in CHF :

• Bank : BCV - CP 270 CH - 1001 Lausanne

SWIFT : BCVLCH2L XXX - SIC 767

Account n° : L 5001.73.01 - IBAN : CH31 0076 7001 L500 1730 1

#### ☐ Payment in Euros :

• Bank : Banque de Luxembourg, 55 rue des Scillas

L 12529 Luxembourg

SWIFT : BLUXLULL - Account n° : 0945277/001.003

IBAN : LU35 0080 9452 7700 1003

From America:

#### ☐ Payment in US\$ :

• Bank : BCV - IBAN : CH72 0076 7001 S504 2329 9

SWIFT : BCVLCH2L XXX

Correspondent Bank: Citibank, New York, NA

Please quote the conference "Family Office For Asian Families" code C0601

### ☐ By cheque :

payable to MGI Management Global Information SA.

Please quote the conference code C0601 on the back of the cheque

## Cancellation policy

Cancellation up to one month by writing before the conference will support an administrative charge of 10% of the fee. Prior to the one month the full fee is due but a substitute delegate may attend in your place if required.

## MGI Commitment

This programme has been specially designed in compliance with the quality criteria set by MGI. The topics covered are issued from our research and the panel of speakers has been carefully selected on the basis of their credentials and relevant experience. Therefore, this programme is the sole property of MGI SA and cannot be copied under any circumstances.

PLEASE DO NOT DELETE THE ADDRESS UNDERNEATH

## HOW TO REGISTER

FAX



MAIL



By Fax :  
 within the EU :  
 + 41 22 319 69 01

By Phone  
 Registration Service  
 + 41 22 319 69 00

MGI (SUISSE) SA  
 4, Bld James Fazy  
 CH-1201 Genève Suisse

By Internet  
 www.mgi-direct.ch  
 By E-mail  
 customer.service  
 @mgi-direct.ch

- ☐ Yes, I wish to register to the Asian Family Office Conference (C0601)  
☐ Yes, I wish to register to the Asian Family Office Workshop (W0601)  
☐ Yes, I wish to register to the Asian Family Office Conference & Workshop (CW0601)  
☐ I wish to receive more information about: ☐ ESAFON  
☐ GWF

Mr. / Mrs. / Ms. : .....

First Name : .....

Job Title : .....

Company : .....

Phone. (direct) : ..... Fax (direct) : .....

E-mail : .....

Street / P.O. Box : .....

Postal Code : ..... City : .....

Phone. (standard) : ..... Fax (standard) : .....

Invoice to be addressed to : .....

VAT Number : .....

**Payment upon reception of the invoice will guarantee access to conference.**

Date : .....Signature : .....

MGI cannot be held responsible for any alteration to the program but will take all necessary measures to ensure the highest quality content.



**"Your Global Financial Information Partner"**

MGI SA with more than 8000 loyal customers organises highly focus and in-depth conferences addressing emerging trends and burning issues to the Wealth Management Community and the Fund Industry.