

Asian Wealth Management Forum 2011 - Singapore



Thursday 29th September
Grand Hyatt



Dow Jones Indexes
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Who is Hubbis?

Launched in March 2010, Hubbis is the leading provider of content and online learning for Asia's Wealth Management & Private Banking Industry.

This is achieved through a highly-functional and relevant training and information portal – with a holistic suite of Wealth Management Training Modules and a cutting-edge Learning Management System – that enables relationship managers (RMs) and financial advisers to become more successful in the region's competitive landscape. And at the same time fulfill their continuing professional development obligations.

Our educational content and other tools are targeted, independent, timely, strategic and Asia-focused. The site is mainly focused on developing skills, product knowledge, and understanding.

Through this practical advice, analysis, insight and information, users gain what's necessary to offer suitable and trusted advice to their clients.

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We are hosting the following **Asian Wealth Management Forums in 2011 and 2012** – so please mark your diary:

2011

Selling Skills in Wealth Management 2011

Wednesday 9th November
InterContinental Singapore

China

Tuesday 22nd November
Westin Hotel, Shanghai

2012

Hong Kong

Thursday 9th February
Four Seasons Hotel

Taiwan

Thursday 22nd March
Grand Hyatt, Taipei

Thailand

Thursday 24th May
Shangri-La, Bangkok

Malaysia

Thursday 21st June
Westin Hotel, Kuala Lumpur

Beijing

Thursday 23rd August
Westin Hotel

Singapore

Thursday 27th September
Fullerton Hotel

Indonesia

Thursday 18th October
Four Seasons Hotel, Jakarta

Shanghai

Thursday 22nd November
Grand Hyatt

India

Thursday 6th December
Grand Hyatt, Mumbai





Welcome



The Hubbis **Asian Wealth Management Forum 2011** - Singapore is a professional education event which is designed to give you the opportunity to demonstrate your commitment to enhancing your product knowledge and advisory skills.

Following the success of our inaugural forum last year, we are again gathering the most influential participants in the region's wealth management community for an event which includes presentations and panel discussions on key aspects of the market – including opportunities and challenges as the industry continues to evolve, product offerings and trends, front-office controls, managing client relationships, investor education and regulatory issues.

By partnering with high-quality sponsors as well as inviting high-profile and experienced market practitioners to speak, we have ensured the forum will be interesting, educational and practical.

The event is broken up into two segments, which run concurrently. Session A comprises presentations and panel discussions. Session B is a series of more technical workshops and case studies. You can switch between streams according to your interest in particular topics.

In addition, you will receive a certificate to prove your attendance. Whether you are joining us for either the morning or the afternoon segments, or the whole day, you must sign your name at the registration desk upon arrival, and then again before you leave. We will then calculate the number of hours - and send you an authenticated certificate with your name, the details of the forum and the time you spent here.

I am hoping you will enjoy the following additional benefits from attending:

- » [Getting practical insight into how to do your job more productively and efficiently](#)
- » [Learning which products are suitable for your clients – and how and where they fit in their portfolio](#)
- » [Networking with peers in an informal and independent setting](#)
- » [Understanding some of the latest industry and investment challenges – and how you can overcome them](#)

We look forward to welcoming you to this forum.

Michael Stanhope
Chief Executive Officer
Hubbis



Agenda - Session A

8.45am **Registration**

9.00am **Welcome Address**

Michael Stanhope
Chief Executive Officer
Hubbis

9.05am **Panel Discussion**
The changing role of investment advisory in a volatile and uncertain landscape

- How does the uncertain investment environment affect the conversations with your clients about appropriate products and strategies?
- What can be done to ensure that the ever-larger number of firms offering wealth management products and services don't create a negative impression about the industry in the minds of existing and prospective clients?
- How can the industry be careful not to revert back simply to pushing product to meet revenue targets?
- What's the balance between tactical revenue generation, wealth generation and wealth preservation?
- How can you educate clients about an asset allocation model – rather than the hunt for immediate returns and over-concentration?
- How is the fee model evolving? What is appropriate for different types of clients?
- How suitable is a fee-for-service model for wealthy clients?
- What is required to ensure client-friendly service in terms of the firm's ability to provide statements? How can you provide consolidated reporting?
- What other information do RMs readily need to access about client portfolios?
- Will evolving marketing and sales practices change the relationship between product manufacturer, distributor and end-investor?

Chair

Andrew Crooke
Editor
Hubbis

Panel Members

Bryan Henning
Managing Director, Head of Global Research & Investments Asia
Barclays Wealth

Alexis Calla
Global Head, Investment Advisory & Strategy, Group Wealth Management
Standard Chartered Bank

Marc Lansonneur
Regional Head of Investment Teams and Market Solutions
Societe Generale Private Banking

Stephanie Lair
Head of Investment Services, Asia
BNP Paribas Wealth Management

Vineet Vohra
Head of Wealth Management, Asia Pacific
ANZ Retail & Wealth and Private Bank

Marc Van de Walle
Managing Director, Head of Product Management
Bank of Singapore



9.50am Presentation
How to build “sustainable” portfolios

Matt Christensen

Global Head of Responsible Investment
 AXA Investment Managers

- How Responsible Investment can add value to portfolios
- Suitable asset classes and products to access Responsible Investment opportunities

10.20am Panel Discussion
Insights into trends in portfolio construction and product innovation

- Product differentiation – what do investors want today?
- How has product offering for clients developed?
- Are investors product investing or diversifying?
- How can you encourage clients to move out of cash?
- How important is volatility as a potential strategy or theme for clients?
- How are clients now using structured products?
- What are the trends in terms of ETFs?
- What’s the future for alternative investments – hedge funds, real estate, commodities, private equity, and specialist investments?
- What risk management is commonly applied to client portfolios? How does this work in practice?
- Towards 2012: How will product structures and offerings evolve?
- How will clients approach risk and leverage going forward?

Chair

Andrew Crooke

Editor
 Hubbis

Panel Members

Werner Schlossmacher

Director, Head of Structured Products, Asia Pacific
 Credit Suisse Private Banking

Rishabh Saksena

Managing Director, Head, Capital Markets & Insurance
 Global Investment Solutions, Asia Pacific Region
 Merrill Lynch Wealth Management

Mike Hue

Head of Regional Product Management, Asia
 ABN AMRO Private Banking

Maranda Wong

Managing Director, Head of Greater China, Asia, Equity Derivatives and Structured Sales
 RBS



Agenda

Tariq al-Rifai

Director, Islamic Market Indexes
Dow Jones Indexes

Sunny Ng

Director of Fund Research, Asia
Morningstar

11.00am Refreshments & Networking

11.20am Presentation
China: big numbers, big ideas

John Foley

Greater China Bureau Chief
Reuters Breakingviews

- Using a mix of demography, finance, economics and culture to identify three investment themes
- How can these be implemented within the key sectors of tech, banking and consumer?

11.50am Panel Discussion
Putting in place an appropriate compliance framework and front-office controls

- What are the main regulatory challenges in Asian wealth management today?
- What are the biggest compliance and front-office risks you face? What can you do to guard against them?
- Is there sufficient clarity and detail in new legislation about how institutions and RMs can interpret and implement it?
- Is what banks as well as clients are expected to do around account-opening and ongoing documentation and risk-management processes sensible or realistic?
- Is it becoming too cumbersome or complex to do the right thing for a client around diversification?
- To what extent are RMs actually equipped to meet client risk-management and regulatory requirements?
- To what extent are new requirements simply box-ticking exercises without providing any tangible benefits for the end-client? Is there enough of a connection between the need for more compliance and better-quality advice?
- What is the potential for different booking centres in Asia to have different approaches with some being potentially more favourable than others?
- What more is needed to help the industry develop further? What would market participants like to see next?

Chair

Andrew Crooke

Editor
Hubbis

Panel Members

Olivier Crespin

Managing Director, Chief Operating Officer, Wealth Management
DBS Bank

Keith Harrison

Head of Asia Pacific and Branch Manager, Singapore
Bank Hapoalim



Anthonia Hui
Chief Executive Officer
AL Wealth Partners

Marcus Leese
Partner
Ogier

12.30pm Presentation
Diversifying your portfolio: the case for CTAs

Joey Mouracadeh
Director, Equity Derivatives and Custom Indices, APAC
RBS

- CTAs: grown into the largest sub-class in the hedge fund space
- Why CTAs should form part of any investment portfolio
- Diversification during high risk/stress environments
- How to access this growing asset class

1.00pm Lunch

1.45pm Panel Discussion
Getting your value proposition and client experience right

- With the ever-greater pressure on the bottom-line, what are the components of a sustainable and profitable strategy?
- Why is it critical to take a long-term view of the market?
- How can those players which have recently entered the market find a way to stand apart from the competition?
- Are non-Asian firms really prepared to make the required commitment to growing an Asian wealth management business until they can make a profit, given this will likely take many years?
- What are some of the biggest challenges you face in scaling your business?
- It's often mentioned that the amount of wealth which is not yet being managed by private banks is in the trillions. So what can you and the industry do to get more penetration into this wealth?
- What are the component parts of an effective client experience? How can you put this into practice?
- What role can clients play in making sure their experience is what it should be?
- What are the general expectations and requirements of private clients today?
- What techniques or aspects of a client experience which exist in the industry in other parts of the world could be incorporated in Asia?
- How should RMs view the client experience in terms of it being an ongoing process?
- Why are there shortcomings in the client experience? Shouldn't it be as good as it could be already?

Chair

Andrew Crooke
Editor
Hubbis



Panel Members

Kees Stoute

Managing Director
EFG Singapore Branch

Urs Brutsch

Managing Partner & Founder
HP Wealth Management

Mykolas Rambus

Chief Executive Officer
Wealth-X

2.25pm **Presentation** **Issues in Islamic Wealth Management**

Tariq al-Rifai

Director, Islamic Market Indexes
Dow Jones Indexes

- What is currently offered to HNW Islamic investors?
- What are the gaps in Islamic wealth management products, and why are there gaps?
- Challenges in developing certain assets classes for Islamic investors

2.55pm **Presentation** **Settlor “control” of trusts - what are the options?**

Marcus Leese

Partner
Ogier

- Settlers often seek involvement or “control” in the trusts they create
- What types of trust and what jurisdictions offer the greatest opportunities for settlor involvement or “control”?
- Possible structures include: BVI VISTA trusts; Cayman STAR trusts; Guernsey and Jersey reserved powers trusts; Private trust company structures

3.25pm **Refreshments & Networking**

3.45pm **Presentation** **Embracing volatility in the volatile new world**

Chan Ahn

Head of Equity Derivatives Structuring, Asia ex Japan
JPMorgan

- What is volatility, anyway?
- Volatility: a risk manager’s love-hate story
- Three ways to lose fast buying volatility
- Happy(ier) volatility buying - three easy ways

4.15pm **Presentation** **Revisiting the asset allocation and active management debates**

Sunny Ng

Director of Fund Research, Asia
Morningstar

- Does asset allocation determine 90% of investor returns?
- How did MPT fail us?
- Is strategic asset allocation a sufficient risk management tool?
- If asset allocation is so important, why do we spend so much time focusing on manager and stock selection?
- Is active management dead?
- Is it possible to choose managers that outperform?

4.45pm

Panel Discussion

Creating a winning sales process

- Effective ways to hire, train and retain staff
- 95% of mistakes are made before you even employ staff. How do you avoid them?
- Why is it difficult to find qualified and experienced advisers? What are the skills and attributes of a good private banker?
- What are the challenges in aligning new staff with the organisation's goals?
- What makes staff loyal in wealth management?
- Effective onboarding techniques
- How can you engage your staff, enhance the client experience and make more revenue?
- How to implement a winning sales process to end-clients from start to finish
- How can you monetise training? And optimise sales performance?
- What can you do to reduce the constant poaching of staff?
- Retaining talent – finding a sustainable way to incentivise your staff and keep them loyal

Chair

Michael Stanhope

Chief Executive Officer
Hubbis

Panel Members

Paul Davies

Head of Private Banking, South Asia
RBS Coutts

David MacDonald

Managing Director and Head of Consulting & Learning Solutions
Hubbis

Andrew Bryant

Chief Executive Officer
Self Leadership International

Ross Swan

Chief Executive Officer
Orion Human Capital

5.25pm

Forum Closes



Agenda - Session B

9.50am

Workshop
What is normal?

Menghua Yeo

Director of Investment Consulting, Asia
Morningstar

Joshua Lim

Institutional Software Manager, Asia
Morningstar

- Asset returns and the flaw of averages
- Black Swan or Black Turkey?
- Is diversification dead?
- Mean Variance Optimisation then and now
- No two funds are alike – building your portfolio

10.20am

Workshop
CNH - different tools for different investors

Chan Ahn

Head of Equity Derivatives Structuring, Asia ex Japan
JPMorgan

- What are some of the popular access tools?
- How about RMB (or rather CNH...)? “Dim Sum” Bond?
- What can I do now if I am an equity investor?
- What can I do now if I am a fixed income investor?

11.00am

Refreshments & Networking

11.20am

Workshop
Creating custom index products – from start to finish

Paul Thind

Managing Director, Head of Custom Indices, APAC
RBS

- What drives product innovation and development?
- Why good back-tests are not curve-fitted?
- Benefits of robust products to clients and product providers
- Role of trading, risk management, compliance, legal and regulations in product development
- Paying attention to client needs - suitability, risk warnings, liquidity
- Importance of sales and client education
- What is the right fee structure, and what drives fees?

12.10pm Workshop
How to cut through the noise and find the right equity and fund investments

Steve Carroll

Head of Investment Management, Asia
Thomson Reuters

Alex Looijen

Business Manager Lipper, Asia ex-Japan
Thomson Reuters

Using financial analysis tools, Steven Carroll and Alexander Looijen will take you through the process of cutting out the noise to home-in on equities and funds which meet your investment criteria and will drive performance for your clients. This will use estimates and valuation dynamics to identify the right companies, sectors and countries, as well as analysing the performance, risk and quantitative ratings for funds.

1.00pm Lunch

1.45pm Workshop
Alternative ways to invest in commodities

Werner Broennimann

Vice President, Commodity Investor Solutions
JPMorgan

Ravi Ramakrishnan

Associate, Commodity Investor Solutions
JPMorgan

2.35pm Workshop
Sovereign and quasi-sovereign market access

Asheesh Chanda

Head, GEM Rates and Solutions
JPMorgan

- Relative value - local currency bonds vs USD bonds
- Korea
- India
- Brazil

3.25pm Refreshments & Networking

Return to Session A