

# Igniting the Digital Revolution in Wealth Management Forum 2014 - Hong Kong

**8.40am**

**Registration**

**9.00am**

**Welcome address**

**Kimberley Cole**

Head of Sales Specialists, Asia

Thomson Reuters

**9.05am**

**SESSION 1 - THE BIG PICTURE**

**Panel discussion**

**CEO Panel - Building for the future: the components of a long-term profitable business**

- What are today's key growth drivers for private banking and wealth management in Asia?
- Despite the hype around Asia - many private banks have not been as successful so far as they might have hoped. Why is that, and how can they change this?
- How can banks generate annuity revenue? What are the obstacles?
- How can the industry drive a change in mind-set and current business models to achieve more sustainable income?
- What will it take to develop a broader fee-for-advice culture among Asian clients?
- How are you dealing with the relentless regulatory demands on your business?
- Can organisations of different sizes and models really compete in the same space anymore? Should they?
- What are the components of successful businesses?
- To what extent do you perceive a threat from online companies like Alibaba and others moving into the financial services space?

**Chair**

**Andrew Crooke**

Editor

Hubbis

**Panel members**

**Arjan de Boer**

Head of Private Bank, North Asia, Global Wealth

ANZ

**Robert Cormie**

Managing Director, Head of Private Banking, Asia

BMO Private Bank

**Alan Luk**

Head of Private Banking and Trust Services

Hang Seng Private Banking

**Mark Buesser**

Chief Executive Officer

IMTF

**Steven Seow**

Head of Wealth Management, Asia

Mercer

## **Adam Reynolds**

Chief Executive Officer, Asia Pacific  
Saxo Capital Markets

**9.55am**

### **Presentation**

#### **Succeeding in the New World of Wealth Management**

##### **Martin Frick**

Regional Director, Asia Pacific  
Temenos

Many wealth management firms are realising that their organisations and systems simply cannot deliver what their clients, investment advisers and management require - for instance, broader offerings of more sophisticated products, virtually-enriched client-adviser collaboration, and integrated real-time information to better serve client households. At the same time, the rise of technologically-astute competitors, the increased administrative burden of regulatory compliance and strong competition for high-calibre advisers is putting stress on the margins of traditional wealth management institutions. The increased challenges firms face today, coupled with evolving industry-wide trends, are slowly but surely creating stress on wealth management practices.

- Industry trends and strategic priorities for the evolving wealth management landscape in Asia.
- The benefits of a high-performing, fully integrated private wealth value chain -- front-to back-office.
- Developing a client-centric business model with a robust infrastructure - to remain competitive and improve retention.
- Balancing between meeting increasing regulations and increasing profit margins.

**10.10am**

### **Panel discussion**

#### **Can technology be the game-changer for Asian wealth management?**

- How is the role and use of different technologies impacting the wealth management business?
- How can technology enable the change in the maturity of the business?
- What are your biggest priorities to be able to embrace - or even keep pace with - innovations in mobile, social and digital technologies?
- How are the various regulatory, investment, cost and staffing challenges confronting the industry influencing how technology is developed and used - by both clients and advisers?
- Do you need to transform or modernise core banking systems to increase flexibility in service offerings? How can you achieve this?
- Where will scalability come from? How can you achieve this?
- Is consolidation the answer? How can that approach help you tackle new technology requirements?
- Is a truly single regional platform required, or even desirable? How can this be achieved?
- How can you enhance efficiency and drive down the cost of doing business while not compromising service delivery? Are you able to balance this with the need to be innovative?

### **Chair**

#### **Andrew Crooke**

Editor  
Hubbis

### **Panel members**

#### **Seamus Donoghue**

Chief Executive Officer  
Allocated Bullion Solutions

#### **Daniel Kennedy**

Regional Solution Manager, Asia Pacific

DST Global Solutions

**Andrew Au**

Founder & Chief Executive Officer  
AG Delta

**Sameer Chishty**

Partner, Head of Global Wealth Management Practice  
Bain

**Stanley Yu**

Director, Group Technology  
UBS Wealth Management

**Peter McMillan**

Head of Customer Development  
Thomson Reuters

**10.55am**

**REFRESHMENTS & NETWORKING**

**11.25am**

**SESSION 2 - DRIVING THE DIGITAL EXPERIENCE**

**Presentation**

**Boosting sales and increasing client loyalty for wealth managers**

**Bert-Jan Van Essen**

Co-Founder, Managing Director  
Dragon Wealth

- Investor behaviour is changing towards digital, and wealth managers are under pressure to deliver
- New technology enables wealth managers and their clients to make more confident investment decisions, increase sales and boost client loyalty by providing at-a-glance insight on investment behaviour, peer-group comparisons, products and investment information
- Banks should enable wealth managers and investors to access portfolio information, products, news and investor comparisons in and out the office through mobile phones or tablets
- Apps are the way to go for wealth managers who want a scalable option as it allows the introduction of digital technology to a small portion of their investors or their entire database
- As opposed to traditional IT, apps are instantly installed. Some are also mobile, integration-free and customisable to a company's business and brand

**11.40am**

**Head to head Q&A**

**How can banks utilise new technologies to gain a competitive edge in the era of digital banking?**

**Deirdre Jennings**

Managing Director Asia Pacific  
Crealogix E-Banking

A "live" Q&A on stage - to cover:

- What technological innovations are you expecting to see in the near future?
- Do these innovations help banks gain a real competitive edge?
- How effective is the alignment of technological innovation with business processes?
- How can digital banking support the increasing regulatory compliance requirements?

**11.50am**

**Presentation**

**Can learnings from the asset management industry be applied to wealth management?**

**Katie Kiss**

Global Solutions Manager Performance and Attribution  
DST Global Solutions

- The importance of understanding your operating model
- Understanding the client perspective on what 'value' means
- Delivery and access to information
- Depth of analysis required

**12.05pm****Presentation****What is all the drama about digital wealth really about?****Pathik Gupta**

Director, Head of Wealth Management, Asia-Pacific  
McLagan Partners

- Where will the real revolution in digital occur?
- Does digital make a difference to the operating model?

**12.15pm****Panel discussion****Are you really part of the digital revolution?**

- What are the digital trends driving wealth management?
- What are the most forward-thinking banks doing to stay ahead in the digital revolution?
- What does it take to compete in this space?
- How do you use digital strategies to acquire clients - internally and externally?
- How can digital offerings integrate with existing infrastructure?
- Usability and navigation: how can you enhance the technology experience by introducing unified dashboards, user-friendly navigation, and seamless process support through different channels?
- How are banks in developing wealth centres in Indonesia, Malaysia and China, for example, now using mobile channels for client communication and product distribution?
- How can you make social media work for you?
- To what extent can you reach new markets using social channels?

**Chair****Urs Tanner**

Head of Technology  
Hubbis

**Panel members****Mark Wales**

Principal  
Deloitte

**Bert-Jan van Essen**

Co-Founder, Managing Director  
Dragon Wealth

**Bruno Lee**

Regional Head of Retail, Asia ex-Japan  
Fidelity International

**Mark Buesser**

Chief Executive Officer

IMTF

**Chris Hodgeman**

General Manager  
Maventus Group Inc

**Tommy Andorff**

Head of Strategy and Innovation Solution Group  
SIX Financial Information Ltd

**Adam Garrett**

Market Development Manager (Elektron Analytics), Asia  
Thomson Reuters

**12.55pm**

**LUNCH**

**1.45pm**

**SESSION 3 - BUILDING THE RIGHT INFRASTRUCTURE**

**Panel discussion**

**Buy or build? Getting the most from vendors**

- How do you weigh up the benefits of doing it yourself versus outsourcing?
- How do you select your partners?
- What do banks look for in their vendor relationships? Are the expectations realistic?
- How can vendors really deliver what banks want?
- What does an effective vendor management framework look like?
- How can you find the right balance between contractual obligation and flexibility in vendor relationships?
- Integration and implementation. What are the ways to make these obstacles more manageable?
- How is the interaction between banks and vendors changing?
- How can banks build a governance framework which provides a set of roles for people at different levels?
- Is outsourcing likely to become more popular in Asia? What will take it to the levels now seen in Europe?
- How can banks retain good quality IT staff?
- What's the best way to challenge IT professionals and broaden their experience?

**Chair**

**Andrew Crooke**

Editor  
Hubbis

**Panel members**

**Bert-Jan van Essen**

Co-Founder, Managing Director  
Dragon Wealth

**Frank Maltais**

Head of Sales & Relationships Asia Pacific  
Princeton Financial Systems

**Robert Agnew**

Partnership Director  
Thomson Reuters

**Martin Frick**

Regional Director, Asia Pacific

Temenos

**Steve Knabl**

Managing Partner  
Swiss Asia

**2.25pm**

**Presentation**

**Automated onboarding: transforming the compliance burden into business benefits**

**Mark Buesser**

Chief Executive Officer  
IMTF

- What are the major challenges with respect to client on-boarding?
- What should banks look for from solutions in helping them to overcome the regulatory and efficiency challenges that they face?
- Is there any difference between a Swiss-originated solution and locally-developed technology?

**2.40pm**

**Head to Head Q&A**

**Enhancing customer service through operational excellence**

**Stephen Murphy**

Country Manager, Greater China  
SmartStream Technologies

A "live" Q&A on stage - to cover:

- What are the current drivers for private wealth managers?
- What are the common hurdles to operational excellence faced by private wealth managers?
- Why are middle- and back-office processes not already automated?
- How is automation going to help private wealth managers to improve/achieve better customer service?
- Will this help private wealth managers to keep pace with today's rapidly-evolving investment objectives and regulatory requirements?
- Is it possible to enhance efficiency and drive down the cost of doing business while not compromising service delivery?

**2.50pm**

**REFRESHMENTS & NETWORKING**

**3.15pm**

**SESSION 4 - SHAPING TOMORROW'S ADVISORY MODEL**

**Presentation**

**Rich data: the key to successful engagement**

**Nick Griffith**

Head, North Asia and Australia  
Wealth-X

- The world's wealthiest are increasingly numerous, diverse and mobile. Wealth management organisations collect huge amount of data, that is often not fully used when it comes to individual relationships
- The combination of big data and deep data creates rich data, and rich insights that can easily accessed and shared
- The wealth management space is facing competition from non-traditional forms of wealth management and using rich data will enable RMs to improve their rapport with existing customers and prospective clients - something that is even more important as we are on the brink of a large wave of intergenerational wealth transfers and numerous children of today's UHNW individuals may reconsider their existing relationships
- Rich Data can go further than helping with individual relationships - it can make you aware of real

differences in patterns and behaviours across clusters of clients, such as differences between Chinese investors and Russian investors

**3.30pm**

**Presentation**

**Connecting the right people, with the right advice, ideas and investments**

**Ray Wong**

Head of Innovation

AG Delta

**Simon Wong**

Head of Sales

AG Delta

- The provision of wealth management services has grown to be a complex supply chain of people, products, costly quality control, paper processes and monolithic technology solutions. Yet this chain is only as strong as its weakest link
- It's no longer a debate whether technology can help wealth management providers big or small, but in what specific ways today and how fast?
- How do we connect providers, products, execution, client advisers and clients across the wealth supply chain more seamlessly yet retain that human touch?
- What mind-sets need to change before we realise our full potential?

**3.45pm**

**Presentation**

**Structuring for IP**

**Mark Lea**

Managing Director, Partner

Lea & White Solicitors

- Case study on how IP and IT companies can effectively save tax using double taxation agreements.
- Legitimately using double taxation agreements for IP structuring - rather than using offshore structures to set off expenses.

**4.00pm**

**Panel discussion**

**Shaping the future of advice: making your advisers more efficient and productive**

- How are emerging technologies reshaping the way you connect with customers?
- How can you make your advisory staff more effective through the tools they use? And therefore make more money for the bank?
- What's needed to help the front-line to have the right conversation with clients at the right time?
- How do your technology and processes support wealth managers throughout the advisory process - planning, implementation and reviews / monitoring?
- How do you identify and close gaps in the delivery of advice via technology?
- Can banks really capture and make use of the interaction between their advisers and clients? For example, to enhance revenue from existing clients through up-selling and cross-selling
- Do organisations do enough with client reporting? What more should they be doing to communicate with customers?
- What does the next generation want from their banking experience?
- Are banks equipped to facilitate a move towards a quick, slick and personalised offering?
- How can technology be used to give clients more control of their portfolio?
- The client experience of the future: how can you more actively involve the clients along the entire advisory process through the way they use online and mobile channels?
- Will self-service banking ever become a reality?

**Chair**

**Urs Tanner**

Head of Technology  
Hubbis

**Panel members**

**Panos Archondakis**

Executive Director, Group Technology  
UBS Wealth Management

**Martin Suter**

VP Product Management  
Assentis

**Pathik Gupta**

Director, Head of Wealth Management, Asia-Pacific  
McLagan Partners

**Christian Mueller**

Head of Digital Banking, Europe  
SOFGEN

**4.45pm**

**Forum ends**