

Indonesian Wealth Management Forum 2012



Tuesday 23rd October
Four Seasons Hotel, Jakarta



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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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Welcome

We are delighted to be hosting our inaugural **Indonesian Wealth Management Forum 2012** in Jakarta – which will be a first-of-its-kind in Indonesia, and the the leading get-together for the domestic industry.

It will include senior market participants from Indonesia and across Asia, with presentations and panel discussions on key issues, opportunities and challenges relating to people, processes, products, strategy and platforms.

Our ambition is to gather the most influential participants in the local wealth management community.

Ultimately, this is designed for senior management, product gatekeepers and investment advisers - as well as key frontline staff and personnel in operations, technology, HR, compliance and other important roles at the top private banks, consumer banks, insurance companies, IFAs, securities firms, regulators, industry associations and other industry participants.

You can join us for either the morning or the afternoon segments - or can come along for the whole day. Lunch is also included.

Key reasons why you will benefit from attending this forum:

- » It is free for anyone at a private bank, a consumer bank, an insurance company, an independent advisory firm or any other type of wealth management organisation
- » You learn about how international best practices in building winning wealth management businesses and platforms
- » You get practical insight into how you can do your job more productively and efficiently
You learn which products are suitable for your clients - and where they fit in their portfolio
- » You can understand some of the latest industry and investment challenges - and how you can overcome them
- » You can network with peers in an informal and independent setting
- » It is an enjoyable and effective learning experience through being interactive and engaging

There are no non-sponsoring product manufacturers, professional services firms or vendors who can attend.

We look forward to seeing you at the event - and thank you for your support.

Michael Stanhope

Chief Executive Officer

Hubbis



Agenda

8.40am **Registration**

9.00am **Welcome address**

Andrew Crooke

Editor
Hubbis

9.05am **Panel discussion**

Building a successful wealth management service in Indonesia

- What does the wealth management market look like in Indonesia at the moment, and how might it develop?
- What are the challenges in developing a more holistic offering?
- How do you acquire clients?
- What are the main challenges in relation to people, processes, platforms and educating clients?
- What are the biggest regulatory issues in the industry? What more is needed to help the market develop further?
- What needs to be done to better align interests of clients and advisers?
- How can clients manage the relationships with their bankers and maximise their wealth?
- What are the component parts of getting a wealth management platform right?
- How is the fee model evolving generally in Indonesia? How suitable is a fee-for-service model for HNW clients?
- Many wealthy Indonesians have private banking accounts in Singapore or Hong Kong? What more can be done for them in offshore markets?
- Do you expect to see more firms setting up onshore operations in Indonesia? Is there enough depth to the market to support this?
- What can be learnt from foreign private banks?
- As banks look to start scaling their private banking platforms, what are some of the issues they face?
- What are the biggest compliance and front-office risks you face in Indonesia? And what can you do to guard against them? What operational issues are most common? How can you overcome these, and get your staff to follow the controls?
- What does suitability in Indonesia mean in practice? How can you avoid mis-selling?
- The majority of wealthy Indonesians probably don't pay the level of tax that they're supposed to. Will that change?
- What is the role of Islamic wealth management in Indonesia?

Chair

Andrew Crooke

Editor
Hubbis

Panel members

Tri Djoko Santoso

Chairman
FPSB Indonesia

Herwandi Kuswanto

Head of Wealth Management Business Unit
PT Bank Central Asia

Maikel Sajangbati, CWM

Member, Board of Advisors, and Counsellor
Certified Wealth Managers' Association

Jake Wallis

Country Manager
Imperium Capital

Martha Bambang, CWM

Chief Learning Officer, Bank Internasional Indonesia
Chairperson I, Strategic Alliance Department, CWMA

Alex Jagmetti

Head of Asia, Member of the Board
Gonet & Cie

9.55am

Presentation

How to successfully implement a Customer Communication Management strategy

Urs Tanner

Chief Executive Officer
Assentis Technologies

Providing consistent and individualised communication with relevant content for the user across all channels is more and more essential for banks in order for them to build-up trust with prospects and clients. Regardless whether communication happens through mobile channels, the internet or in paper format, users want to receive personalised and relevant content from their banks. Customer Communication Management (CCM) addresses these needs via an integrated approach. This presentation looks at the role and impact of CCM, and how a wealth manager can implement a successful CCM strategy.

10.20am

Refreshments & networking



Agenda

10.45am

Presentation

Building a learning & development culture

David MacDonald

Managing Director and Head of Consulting & Learning Solutions
Hubbis

- How to engage staff, enhance the client experience and make more revenue
- How to deliver effective and robust training
- Implementing learning – how to monetise training and optimise sales performance
- Retaining talent – a sustainable way to incentivise your staff and keep them loyal

11.15am

Panel discussion

Learning from international wealth management models

- What are the industry best practices in more developed wealth management markets in Asia, especially Hong Kong and Singapore?
- What are the processes, systems and technology involved in creating leading offerings in these markets?
- What are the best-practice risk management frameworks?
- What lessons can be learned from regulatory models and licensing in more developed wealth management markets – for instance Australia, Singapore and Hong Kong?
- What is the approach to product development?
- What is international best practice in talent management and development?
- How do overseas firms engage their clients?
- What product offerings exist overseas for different client segments?
- Where are the biggest gaps between overseas markets and Indonesia in terms of the product offering?
- What lessons can be applied in the Indonesian context?

Chair

Andrew Crooke

Editor
Hubbis

Panel members

Eng Huat Kong

Chief Executive Officer, Singapore and South-east Asia
EFG Bank

Richard Piliero

Regional Executive
Finaport

Noor Quek

Founder / Managing Director
NQ International

Bert-Jan van Essen

Head APAC
Assentis Technologies

12.00pm Presentation
Developing the wealth management industry in Malaysia

K R Raju
National President
Malaysia Financial Planners & Advisers Association

- How the industry has evolved
- Developing the regulatory framework
- Opportunities and challenges

12.25pm Presentation
The shifting currents of wealth – implications for wealth management in Asia

Mykolas Rambus
Chief Executive Officer
Wealth-X

- Global UHNW populations
- Asia “hot spots” and implications
- AUM movements
- Global trends and impact on the Asia region

12.50pm Lunch

1.40pm Presentation
Embracing digital: a high-stakes revolution in high net worth client management

Edward Lopez
Executive Vice President, Ambit Wealth & Private Banking
SunGard

Today, there are more high net worth individuals (HNWIs) in Asia than anywhere else. The challenge for the wealth management industry is how to connect to these individuals fast, establishing relationships so that their financial needs can be met. This presentation will focus on what it will take to connect and compete within the wealth management industry today and in the future:

- How do you better connect with your clients?
- What do you need to be competitive?
- Where can we gain market share?
- Which channels should you be using to engage your customer base?
- Why can you be confident about the future?



Agenda

2.05pm

Presentation

Systems & support for the wealth management business

Ian Thompson

Business Development Manager, Asia Pacific
Sopra Banking Software

- Different customers have different requirements
- Common issues faced
- Wealth management drivers & challengers
- Wealth management solutions answers
- Infrastructure for a wealth management system

2.30pm

Panel discussion

How does the product offering need to evolve?

- What can be done to expand the product range in Indonesia and help the domestic market grow further?
- Where is the biggest demand among clients?
- What are the best ways to provide enhanced returns?
- How can the market cater effectively to wealthy Indonesians via asset allocation and diversification?
- How can local banks move beyond the product-pushing culture which has defined the market to date?
- To what extent do the commission and revenue models in Indonesia need to change for the market to develop further?
- In general, how well educated are Indonesian clients?
- What is the approach to portfolio construction in more developed wealth management markets, such as Singapore and Hong Kong?
- How can advisers better set expectations, and what is reasonable in terms of market returns?
- Should local Indonesian clients be allowed to buy a broader range of investment products, including foreign funds?
- To what extent is there connectivity between China and Indonesia from an investment perspective?
- There is a lot of focus on fixed income at the moment. Are clients likely to get more interested in equities any time soon?

Chair

Andrew Crooke

Editor
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Panel members

Vera Margaret

Wealth Management and Private Banking Product Group Head, Preferred,
Private, Wealth Management & Consumer Liabilities
PT Bank CIMB Niaga

Oemin Handajanto, CWM

President Director, Zurich Topas Life
Chairperson II, Strategic Alliance Department, CWMA

Anita Abdulkadir, CWM

Chief Marketing Officer
Eastspring Investments Indonesia

Ron Lee

Head of Investment Advisory, Private Banking, Asia
Union Bancaire Privee

Sunny Ng

Director of Fund Research, Asia
Morningstar

3.20pm Refreshments & networking

3.40pm 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?



Agenda

4.05pm

Panel discussion

Getting your value proposition and client experience right

- Are firms really prepared to make the required commitment to growing a wealth management business, given this will likely take many years?
- What are the general expectations and requirements of Indonesian private clients with their onshore wealth?
- How has this been changing?
- How can you differentiate your offering given the increasing competition?
- What are the component parts of getting your wealth management platform right?
- How can you overcome the problem of finding, training and retaining staff?
- How can you engage your staff, enhance the client experience and make more revenue?
- What is the real differentiator – product, systems, process, people or culture?
- Can you establish a wide distribution platform and forge links with offshore players to offer a diversified offering and maximise the profitability of your business?
- What technology is needed to provide an effective solution for clients?
- How can you onboard clients more seamlessly and show them investment products?
- What financial planning tools are needed?

Chair

Andrew Crooke

Editor
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Panel members

Darmadi Sutanto, CWM

Managing Director, Consumer & Retail Banking, Bank Negara Indonesia
Chairman, Certified Wealth Managers' Association

Herris B Simandjuntak, CWM

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Mykolas Rambus

Chief Executive Officer
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Edward Lopez

Executive Vice President, Ambit Wealth & Private Banking
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Michael Stanhope

Chief Executive Officer
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5.00pm

Forum ends