

# Asian Wealth Management Forum 2012 - Singapore



Thursday 27th September  
Marina Mandarin, Singapore



## Sponsors



# 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.

For more information, please contact:

Michael Stanhope  
Chief Executive Officer  
T 852 2563 8766  
E michael.stanhope@hubbis.com

David MacDonald  
Head of Consulting & Learning Solutions  
T 65 6725 9231  
E david.macdonald@hubbis.com

Andrew Crooke  
Editor  
T 852 2563 8683  
E andrew.crooke@hubbis.com

## Welcome

We are delighted to be hosting our 3rd annual **Asian Wealth Management Forum 2012** in Singapore – amidst today's changing regulatory landscape, gradual erosion of value and services, and increased competition, among other challenges.

Against this backdrop, those institutions and individuals which are able to cultivate solid wealth management solutions and relationships will emerge as future industry leaders.

This one-day forum will give you unique insights from many of the industry's leading practitioners – to help you differentiate your offering and meet the new requirements of doing business profitably in Asia.

The forum is split into two sessions, to be held in different rooms which will run concurrently throughout the day. Session A is designed as a series of presentations, panel discussions and one-on-one Q&As - with the morning session focused on product & investment advisory issues, and the afternoon looking at business strategy. Session B will comprise practical workshops and case studies.

Key reasons why you will benefit from attending this forum:

- » It is free for anyone at a private bank, a consumer bank, an IFA, an insurance company, an independent asset management company, or any other type of wealth management organisations
- » You get an authenticated certificate of attendance
- » You get practical insight into how you can do your job more productively and efficiently
- » You can understand some of the latest industry and investment challenges – and how you can overcome them
- » You learn about product trends and innovations – and where they fit in their portfolio
- » You can network with peers in an informal and independent setting
- » It is an enjoyable and effective learning experience through being interactive and engaging

Special thanks to our sponsors: Assentis Technologies, AXA Investment Managers, Deutsche Bank, Martin Currie, Morningstar, Ogier, Thomson Reuters, Threadneedle, and Wealth-X.

Thank you for your support and attendance. We hope you enjoy the forum.

**Michael Stanhope**  
Chief Executive Officer  
Hubbis



# Agenda at a glance

9.00am to 5.00pm Session A	
TIME	TOPIC
9.00am - 9.05am	Welcome Address
9.05am - 9.50am	Panel discussion Will "real" advice help restart the revenue engine?
9.50am - 10.15am	Presentation How to successfully implement a Customer Communication Management strategy
10.15am - 10.40am	Presentation Asia's fitness test
10.40am - 11.05am	Presentation Efficient exposure to China A-shares and emerging markets via ETFs
11.05am - 11.25am	Refreshments & networking
11.25am - 11.35pm	Head-to-head Q&A Managing investors as well as investments
11.35am - 12.00pm	Presentation High yield bonds
12.00pm - 12.25pm	Presentation What does the euro crisis mean for Asian equities?
12.25pm - 12.50pm	Presentation Investing in China with ETFs - choosing the right flavour and avoiding potential pitfalls
12.50pm - 1.15pm	Presentation Why you should remain positive on American equities
1.15pm - 2.00pm	Lunch
2.00pm - 2.25pm	Presentation The shifting currents of wealth – implications for wealth management in Asia
2.25pm - 3.15pm	Panel discussion How can you balance business needs with the new compliance culture?
3.15pm - 3.40pm	Presentation Death, divorce and dispute
3.40pm - 3.50pm	Head-to-head Q&A Challenges and opportunities in Asian wealth management
3.50pm - 4.15pm	Refreshments & networking
4.15pm - 5.00pm	Panel discussion Creating a winning business model for the new reality of Asian wealth management
5.00pm Close	Forum closes

9.50am to 4.00pm Session B	
TIME	TOPIC
9.50am - 10.30am	Workshop Making the most of the high-yield opportunity
10.30am - 11.10am	Workshop The view from the other side – how do you win my business?
11.10am - 11.25am	Refreshments & networking
11.25am - 12.15pm	Workshop An introduction to trusts
12.15pm - 1.15pm	Workshop The importance of tailored client communication: from pitch-books to client reporting
1.15pm - 2.00pm	Lunch
2.00am - 2.40pm	Workshop Why bottom-up's best when surrounded by uncertain markets
2.40am - 3.20pm	Workshop Global fund movements in 2012 and Asian fund trends
3.20pm - 4.00pm	Workshop Investment opportunities in US growth companies
4.00pm	Refreshments & networking Session B ends Return to Session A



# Agenda - Session A

8.40am **Registration**

9.00am **Welcome address**

**Andrew Crooke**

Editor  
Hubbis

**MORNING SESSION – PRODUCT AND ADVISORY TRACK**

9.05am **Panel discussion**

**Will “real” advice help restart the revenue engine?**

- What does a successful advisory process and model look like in Asian private banking and wealth management today?
- Given that the Asian wealth management industry is facing the significant challenge and balancing act of needing to make money, yet also fulfilling their increasingly-complex regulatory obligations, how can this be achieved from an advisory perspective?
- With Asia likely to move towards more of an advice-based – or even potentially a fee-for-service – culture, what is required to deliver this and service clients effectively?
- What more must the advisory model do to better meet client expectations?
- Given the competitive environment among wealth management providers, yet the risk-averse mindset of clients, what does it take to provide a differentiated advisory offering?
- To what extent can or should the sales and advisory processes be industrialised to keep costs under control and increase efficiencies? Can this be done without sacrificing the quality and completeness of the advice delivered?  
What can be done in today’s environment to help RMs and other advisers engage clients more proactively?
- How should the advisory approach be adapted to encourage more Asian clients to put more money into discretionary mandates?

**Chair**

**Andrew Crooke**

Editor  
Hubbis

**Panel members**

**Stefan Mueller**

Head of Advisory, Products & Sales, Private Banking, Asia Pacific  
Credit Suisse

**Bryan Henning**

Head of Global Research & Investments, Asia  
Barclays

**Paul Stefansson**

Head of Investment Funds, Singapore  
UBS Wealth Management

**Angel Wu**

Regional Head Products & Solutions, Private Banking Asia  
ABN AMRO Private Banking

**Kevin Swampillai**

Head of Wealth Management Services, South-east Asia  
BSI Bank

**Kieran Calder**

Head of Equities, Asia  
Coutts

**9.50am**

**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.

**10.15am**

**Presentation**

**Asia's fitness test**

**Andy Mukherjee**

Asia economics columnist  
Reuters Breakingviews

If global growth continues to be lackluster, Asia's shrinking current account surpluses could ultimately leave the region dependent on foreign savings for growth. In a risk-on/risk-off world, that could become a source of additional vulnerability. Policymakers' approach will be pro-growth but preserving stability will be equally important.

**10.40am**

**Presentation**

**Efficient exposure to China A-shares and emerging markets via ETFs**

**Marco Montanari**

Director, Head of db X-trackers ETFs and db-X funds, Asia  
Deutsche Bank

- Technicalities about China A-shares ETFs
- Review of emerging markets ETFs – developments and trends



# Agenda

**11.05am Refreshments & networking**

**11.25am Head-to-head Q&A  
Managing investors as well as investments**

**Peter Brooks**

Behavioural Finance Specialist, Asia Pacific  
Barclays

A “live” Q&A on stage – to cover:

- What does “managing investors” mean? And how can you do this?
- What is so wrong with recommending an optimised portfolio?
- Is this not just an indication that we need more investor education to help eliminate behavioural biases?
- So what can we do differently for investors?

**11.35am Presentation  
High yield bonds**

**Wendy Price**

Product Specialist, High Yield  
Columbia Management

**12.00pm Presentation  
What does the euro crisis mean for Asian equities?**

**Paul Danes**

Investment Director, Asia  
Martin Currie Investment Management

The pantomime currently being played out in Europe is both fascinating and concerning. This session examines its impact on Asian equities – the euro drama is clearly creating headwinds, but there are also opportunities for those who know where to look.

**12.25pm Presentation  
Investing in China with ETFs - choosing the right flavour and avoiding potential pitfalls**

**Jackie Choy**

ETF Strategist, Asia  
Morningstar

- Picking the right flavour of “China” exposure
- Can ETFs be used to exploit the differences between A and H shares?
- The risks of using ETFs to gain China exposure
- Tax issues
- QFII, RQFII

**12.50pm Presentation**  
**Why you should remain positive on American equities**

**Philippe de Lavalette**  
Director  
AXA Framlington

In the recent economic and financial turmoil, the US economy and the US equity markets have once again shown their extraordinary resilience. This ability of the US economy to weather the crisis better than other countries derives from a unique American model which relies on flexibility, innovation as well as government and central bank support. This model has, and we believe will continue to show, a competitive advantage and enables the US economy to handle coming headwinds. Within this environment, this presentation will also explain why we believe that growth companies will give investors the strongest return.

**1.15pm Lunch**

**AFTERNOON SESSION – BUSINESS STRATEGY TRACK**

**2.00pm 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

**2.25pm Panel discussion**  
**How can you balance business needs with the new compliance culture?**

- What are the biggest compliance and regulatory challenges and threats in Asian wealth management today? To what extent are these different for international versus Asian institutions?
- How can the role of the compliance officer be better integrated as part of the business? What is the “ideal” model for a compliance unit in Asian wealth management today?
- Against the backdrop of ever-tighter scrutiny over cross-border selling, how can the correct balance be found to enable RMs to meet revenue expectations by sell products and services, yet being compliant?
- What safeguards can help RMs falling victim to the new situation in many jurisdictions where tax offences are a predicate crime?



# Agenda

- To what extent does compliance need to play the role of the “guardian of ethics”? Are senior management making a mistake in assuming their bankers can display traits such as honesty and ethical behaviour?
- How can institutions best prepare themselves for the raft of known and expected requirements in the pipeline from regulators based overseas?

## Chair

### Andrew Crooke

Editor  
Hubbis

## Panel members

### Adam Long

Head of Legal & Compliance, Wealth Management & Priority/International Banking  
Standard Chartered Bank

### Bobby Singh

Head of Business Control, Asia, Private Wealth Management  
Morgan Stanley

### Vincent Koo

Regional Head of Wealth Management Compliance, Asia Pacific  
BNP Paribas Wealth Management

### Evelyn Koh

Head of Compliance, Asia Pacific  
RBC Wealth Management

### Alex Jagmetti

Head of Asia, Member of the Board  
Gonet & Cie

3.15pm

## Presentation

### Death, divorce and dispute

### Marcus Leese

Partner  
Ogier

- Death, divorce and disputes can have catastrophic effects on families and their wealth
- The effects are inevitably much worse without preparation, planning and advice
- Simple steps can greatly limit the adverse impact
- This can be done while preserving and enhancing the client/banker relationship

3.40pm

## Head-to-head Q&A

### Challenges and opportunities in Asian wealth management

### Wyson Lim

Global Head of Wealth Management  
OCBC Bank

A “live” Q&A on stage.



**3.50pm Refreshments & networking**

**4.15pm Panel discussion  
Creating a winning business model for the new reality of Asian wealth management**

- As consolidation gathers momentum in Asian private banking – what models are likely to work best in the new world of wealth management?
- Does size even matter anymore? Why?
- How important today is brand awareness? What can banks of different models and sizes do to stand out in this ever-more crowded marketplace?
- Rather than trying to cover all client segments, to what extent do firms need to be more tactical and focused in their strategies than ever before?
- What is required to deliver value to clients in today's environment?
- Given that the approach of many clients to their wealth management relationships is ever-more rational and selective – what do private banks and other advisory firms need to do to adapt the way they engage prospects and clients?
- What does it take to win AUM from local clients in order to justify expansion in Asia?
- Thinking it is possible to emulate the European model in Asia is not a viable approach. How can international firms penetrate the market and access a meaningful client base in this region?
- How are wealth management organisations balancing the desire to take a long-term approach with the need to be profitable and justify the decision to look to grow in this region?
- To what extent will private banks increasingly need to build strategic relationships with independent firms, and also with onshore consumer banks in markets such as Indonesia, Thailand, Malaysia and Taiwan to access new clients?
- To what extent will the increasingly-complex tax, cross-border and wealth planning needs and issues require scale and expertise to ensure firms gain a competitive advantage? Will this separate wealth management relationships into strategic partnerships and “nice to haves”?
- Given the magnitude of many requirements, how can smaller firms cope?

**Chair**

**Andrew Crooke**

Editor  
Hubbis



# Agenda

## Panel members

### **Peter Flavel**

Chief Executive Officer, Asia  
J.P. Morgan Private Wealth Management

### **Barend Janssens**

Head of Wealth Management, Emerging Markets  
RBC Wealth Management

### **Rohit Bhuta**

Chief Executive Officer  
Religare Macquarie Wealth Management

### **Ian Pollock**

Chief Executive Officer, Asia  
VP Bank

### **Richard Piliero**

Regional Executive  
Finaport

5.00pm

**Forum closes**

# Session B

**9.50am**      **Workshop**  
**Making the most of the high-yield opportunity**

**Wendy Price**  
Product Specialist, High Yield  
Columbia Management

**10.30am**      **Workshop**  
**The view from the other side – how do you win my business?**

**Adrian Jenkinson**  
Vice President, Head of Marketing  
Wealth-X

An interactive workshop that combines real case studies, insights from UHNW individuals and audience participation to demonstrate what it really takes to win an UHNW client.

**11.10am**      **Refreshments & networking**

**11.25am**      **Workshop**  
**An introduction to trusts**

**Marcus Leese**  
Partner  
Ogier

This workshop is an introduction to the subject for private bankers and other investment professionals for whom trusts are relevant because (a) your clients have trusts, (b) your clients ask you about trusts, and/or (c) you otherwise come across trusts in your professional lives.

**12.15pm**      **Workshop**  
**The importance of tailored client communication: from pitch-books to client reporting**

**Bert-Jan van Essen**  
Head APAC  
Assentis Technologies

**Urs Tanner**  
Chief Executive Officer  
Assentis Technologies



# Agenda

Client communication in today's wealth management world is often old fashioned and doesn't support efforts to create trust or generate add-on business. Asian clients expect consistent, to-the-point and tailored information from their banks, throughout the entire relationship management cycle. This workshop discusses the role of touch-points in client communication and how to use them to improve a client relationship, for example:

- How to create individualised pitch-books
- The role of account statements and client reports in creating up-selling and cross-selling opportunities
- Outlook for the eco-system of client communication

**1.15pm Lunch**

**2.00pm Workshop**  
**Why bottom-up's best when surrounded by uncertain markets**

**Paul Danes**  
Investment Director, Asia  
Martin Currie Investment Management

This session looks at why a fundamental, bottom-up focus to Asian equities offers clients the best opportunity for sustainable returns, whatever the economic backdrop.

**2.40pm Workshop**  
**Global fund movements in 2012 and Asian fund trends**

**Alex Looijen**  
Regional Business Manager, Lipper  
Thomson Reuters

- Global fund flows and movement
- The development of UCITS and cross-border funds in Asia
- The next global fund trend

**3.20pm Workshop**  
**Investment opportunities in US growth companies**

**Philippe de Lavalette**  
Director  
AXA Framlington

- Short-term challenges facing the US
- Why the US will successfully handle these challenges
- Why the US equity markets offer value
- Why quality growth companies will keep outperforming in the coming years

**4.00pm Refreshments & networking**

**Session B ends**

**Return to Session A**