

China Wealth Management Forum 2012



Thursday 22nd November
Grand Hyatt, Shanghai



Lead sponsor



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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.

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 host our 2nd annual **China Wealth Management Forum 2012** in Shanghai.

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

The event will include senior market participants from China and overseas, with presentations and panel discussions on key issues, opportunities and challenges relating to clients, processes, products, strategy and platforms.

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 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.

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

- Finding out how the industry can develop further
- 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 challenges – and how you can overcome them

Special thanks to our sponsors – Amicorp Group, Morningstar, Ogier, and Thomson Reuters.

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

Peter Golovsky

Managing Director, Global Head of Private Clients
Amicorp Group

9.10am Panel discussion

Building a successful wealth management service in China

- What is the outlook for the development of China's wealth management industry?
- Can China's wealth management industry live up to its many promises?
- Where are the biggest opportunities and challenges? What can you do to make the most of the opportunities?
- What do private banking and wealth management actually mean in a market as new and fast-developing as China?
- What's the real size of the market? And what is its growth potential?
- Where has the industry come from, and how is this defining its future?
- The domestic market is clearly in its infancy – how can it develop from its current base to create the infrastructure required to service wealthy individuals?
- Are firms really prepared to make the required commitment to growing a wealth management business, given this will likely take many years?
- What is the real differentiator – product, systems, process, people or culture?
- What are the biggest regulatory issues?
- Are any of the processes, systems and technologies in other wealth management markets in markets like Hong Kong and Singapore appropriate in China?
- What is the psychology of typical clients in China?
- What will be the look and feel of the China market as it tries to blend local and Western styles?
- What's missing within China's wealth management market which prevents it from moving to the next level and stage of development

Chair

David Lin

Senior Investment Researcher, China
Reuters Chinese News (Shanghai)



Agenda

Panel members

Hsiao-Yun Lee

Chief Executive Officer, China
Societe Generale Private Banking

Alfred Tsai

Head of China Market
BNP Paribas Wealth Management

Feng Liu

Supervisor, FPSB China
Adjunct Professor, McGill University

William Xia

General Manager, AOW Investment Consulting
Managing Director, AOW Insurance Agency

Peter Golovsky

Managing Director, Global Head of Private Clients
Amicorp Group

10.00am

Keynote presentation

Managing private wealth by using trusts

Edward Yum

Director, Head of Sales
Amicorp Hong Kong

Leo Guan

Managing Director
Amicorp Shanghai Consultants

- Introduction to offshore funds
- Amicorp standby structures

10.30am

Presentation

Individual income tax planning for Chinese HNWLs' outbound investment and wealth management

Mark Ni

Partner, Global Employer Services, Tax
Deloitte

- Overview of individual income tax considerations for cross-border investment and wealth management
- PRC individual income tax considerations for outbound trust arrangement

11.00am

Refreshments & networking

- 11.25am Presentation**
An introduction to trusts for private bankers†
- Kristy Calvert**
 China Managing Director, Shanghai
 Ogier
- This presentation will set out the fundamentals of trust structures including‡
- What is a trust?
 - Who are the parties to a trust and what are their powers?
 - When will you encounter trusts?
 - Myths and misconceptions about trusts
 - Uses of trusts as part of wealth management
 - How to talk to clients about trusts
- 11.55am Presentation**
Fund selection and wealth management
- Rachel Wang**
 Head of Research, China
 Morningstar
- Asset allocation to realise absolute returns
 - Fund selection with Morningstar qualitative ratings
 - FOF construction and tracking
 - Fund investor education (the importance of fund investor returns)
- 12.25pm Head-to-head Q&A**
Wealth management in Indonesia and the growing connectivity with China
- Maikel Sajangbati, CWM**
 Member, Board of Advisors, and Counsellor
 Certified Wealth Managers' Association, Indonesia
- A “live” Q&A on stage:
- How is the Indonesian wealth management market developing? What are the main opportunities and challenges?
 - What are the biggest regulatory issues in the industry? What more is needed to help it progress further and faster?
 - How is the product offering evolving in Indonesia?
 - To what extent is there connectivity between China and Indonesia from an investment perspective? How can this be increased?
- 12.40pm Lunch**



Agenda

1.30pm

Panel discussion

Taking the product offering to the next level

- What can be done to expand the product range in China 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 Chinese 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 China 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 clients be allowed to buy a broader range of investment products, including foreign funds?
- To what extent is there connectivity between China and other markets 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
Hubbis

Panel members

Percy Chan

General Manager, Wealth Management Department
Bank of East Asia (China) Ltd

Kin Cheung

Head of Active Advisory, North East Asia
Coutts & Co

William Zhang

Assistant Vice President of Private Wealth Management, China Onshore
Deutsche Bank

Rachel Wang

Head of Research, China
Morningstar

Leslie Mao

Director, Investment Services, China
Towers Watson

2.20pm

Presentation

The economic situation and investment prospects in China and abroad

William Zhang

Assistant Vice President of Private Wealth Management, China Onshore
Deutsche Bank

- The latest economic situation overseas and in China
- The investment prospects in China and abroad

2.45pm

Presentation

Training and development – building a world-class team, and keeping it

Feng Liu

Supervisor, FPSB China
Adjunct Professor, McGill University

- The skills and attributes of a good private banker in China
- How to overcome the problem of finding, training and retaining staff
- What training is appropriate
- Retaining talent – finding a sustainable way to incentivise staff and keep them loyal



Agenda

3.10pm

Panel discussion

The potential and future of wealth planning in China

- What financial education and awareness is needed in China to ensure the first generation plans their wealth over the long term, and doesn't end up destroying it?
- What are the opportunities for the development of trusts, estate planning and transfer of wealth?
- Are we about to see an explosion around opportunities in estate planning in China?
- Does the average adviser understand these issues, and know the right way to discuss them with their clients?
- What should be the motivations for succession planning, inter-generational wealth transfer and using trusts?
- What are the biggest pitfalls in the succession planning process for families? What is most likely to go wrong?
- How should clients view trusts in general?
- How are wealthy Chinese clients looking to educate their children?
- What are the particular issues relevant to Chinese families?
- How can families deal with evolving cultural changes related to gender and geography?
- What are some of the best practices around transfer of wealth, succession planning, tax and related issues which are in place in other markets that might be appropriate in China?

Chair

Andrew Crooke

Editor
Hubbis

Panel members

Peter Lee

Managing Director
Veco Invest Asia

Peter Golovsky

Managing Director, Global Head of Private Clients
Amicorp Group

Mark Ni

Partner, Global Employer Services, Tax
Deloitte

4.00pm

Forum ends