

# Thailand Wealth Management Forum 2013



Thursday 16th May  
Four Seasons Hotel, Bangkok



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

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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

Adam Cowperthwaite  
Chief Operating Officer and  
Chief Financial Officer  
T 852 2563 8900  
E adam.cowperthwaite@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 2nd annual **Thailand Wealth Management Forum 2013** in Bangkok.

Please mark the date of our 2014 Thai event in your diary now – Thursday 15th May.

Today, we are bringing together key participants in the domestic wealth management community, as well as practitioners from overseas, for an event which includes presentations and panel discussions on key aspects of the market – including:

- » How the industry is developing and can evolve further – and what you can do to make the most of the market potential
- » Opportunities and challenges relating to product offerings
- » How to provide a good long-term service to attract and retain clients – not just target AUM
- » Dealing with the regulatory landscape
- » Winning business models for the Thai market
- » Learning from international best practices
- » Building a world-class technology platform and delivering an excellent customer experience

You will receive a certificate to prove your attendance today. 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.

We will also be video-recording the presentations and writing up content from the panel discussions – and we will send this to you for your reference after the forum.

Special thanks to all of our speakers, and to our sponsors: EFG Financial Products, Morningstar, TMF Group, AG Delta, Heritage Trust Group, JPMorgan, Labuan IBFC, DST Global Solutions, ERI, Henderson Global Investors, IRESS, Solution Providers, Threadneedle Investments, and Wealth-X.

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

**Michael Stanhope**  
Chief Executive Officer  
Hubbis



# Agenda

**8.40am**      **Registration**

**9.00am**      **Welcome Address**

**Andrew Crooke**

Editor  
Hubbis

**9.05am**      **Panel Discussion**

**Defining wealth management in Thailand – and taking the industry to the next level**

- How can the wealth management industry in Thailand be defined?
- What challenges does this create in developing a clear strategy and brand – and therefore being profitable?
- What should firms do to more clearly segment their various offerings – and to help address the gap in customer understanding about different segments?
- How does the regulatory environment need to evolve to support the local industry?
- Many wealthy Thais have private banking accounts in Singapore or Hong Kong? What more can be done for them onshore to stem keep more outflows in Thailand?
- How can Thailand become more of a hub to attract more players and create more competition?
- What more needs to be done to better align interests of clients and advisers?
- What models are likely to be successful as the market develops further?
- Where does “private banking” fit in? Does it really exist in Thailand?
- What issues do bank targeting this space face in trying to scale their private banking platforms? What are the component parts of successful private banking platforms?
- Will more international private banks set up onshore operations in Thailand? Is there enough depth to the market to support this? What can be learnt from offshore banks?
- How is the fee model likely to evolve in Thailand?
- To what extent do the commission and revenue structures in Thailand need to change for the market to develop further?

**Chair**

**Andrew Crooke**

Editor  
Hubbis



# Agenda

## Panel Members

### **Cholathree Pornrojngangkool**

Senior Vice President, Head of Wealth Management, Thailand  
Standard Chartered Bank

### **Sukanya Tekittipong**

Senior Vice President, Krungsri Exclusive  
Bank of Ayudhya

### **Teera Phutrakul**

Founder, JT Financial Planners  
Chairman, Thai Financial Planners Association

### **Philipp Piaž**

Partner  
Finaport

9.55am

## **Presentation**

### **Why wealth planning is core to wealth management**

#### **Nigel Rivers**

Managing Director, Hong Kong, and Regional Director of Private Clients, Asia Pacific  
TMF Group

- Why wealth planning matters
- Why everyone should plan
- What can go wrong if they don't plan
- What are the common wealth planning tools and how to use them effectively
- How to implement wealth planning in practice – and what are the challenges to address

10.20am

## **Head-to-head Q&A**

### **Facing up to the increased reality of transparency**

#### **Eve Tay**

Business Development Manager  
Heritage Trust Group

A “live” Q&A on stage – to cover:

- What type of wealth planning-related advice is appropriate – and compliant – for Asian clients in today's increasingly regulated world?
- What trends are there in terms of which are the preferred trust structures for Asian clients? What is driving these structuring decisions and preferences?
- Given the number of jurisdictions in which you can set up a trust structure, does it make any difference where you set one up?
- What questions do advisers need to ask Asian clients to know what is best-suited to them?
- What do you see are the 3 major legal / regulatory issues at the moment for wealth planning in Asia?
- What 3 estate planning products do you see being used over the next 5 years in Asia?
- Over the next 5 years, which 3 wealth management centres will be at the forefront and why?



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ในทุกวันนี้ผู้จัดการบริหารสินทรัพย์เพื่อความมั่งคั่งต่างต้องเผชิญกับแรงกดดัน ในการช่วยเหลือผู้ที่มีส่วนเกี่ยวข้อง อันได้แก่ผู้จัดการกองทุน ผู้จัดการลูกค้าสัมพันธ์ หน่วยงานกำกับดูแลกฎระเบียบ ทีมธุรกิจ และที่สำคัญที่สุดคือลูกค้าของคุณ เพื่อที่จะเข้าใจกับข้อมูลการลงทุน และใช้ประโยชน์ได้อย่างสมเหตุสมผล

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# Agenda

- 10.40am Refreshments & Networking**
- 11.05am Presentation**  
**The Labuan Foundation as a wealth management tool in succession planning**
- Datin Isharidah Ishak**  
Senior Partner  
First Fiduciary (Labuan) LLP
- The need for a succession plan and the consequences of a failure to plan
  - What a Labuan foundation is and how it works
  - The flexibility of the trust-corporation combination
  - The role of the Labuan Foundation as a bespoke vehicle for succession planning
- 11.30am Presentation**  
**Next generation of structured products**
- David Schmid**  
Executive Director, Head of Structured Solutions South-east Asia  
EFG Bank, Singapore Branch, EFG Financial Products Division
- Introduction to EFG Bank – Financial Products Division
  - Product creation through the Constructor Tool
  - Creating investor protection with: COSI (Collateral Secured Instruments)
- 11.55am Presentation**  
**How to help our clients achieve their financial goals – a case study from Thai market**
- Peet Yongvanich**  
Managing Director, Thailand  
Morningstar
- Long-term versus short-term investment
  - Will diversification help?
  - Individual security versus funds – ie. stocks and equity funds
  - Single asset class versus multiple asset classes
  - How we apply the asset allocation concept in Thailand



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# Agenda

12.20pm

## Panel Discussion

### Creating differentiation through the product offering and better advice

- Many of Thailand's emerging wealthy population tend to leave money on deposit and only invest small portions in investment products. What can be done to change this?
- What product offerings exist for different client segments?
- Where is the biggest demand among clients?
- To deal with the problems of concentration risk, how can you educate clients about an asset allocation model – rather than the hunt for immediate returns?
- What should the advisory offering look like?
- What are the components of a successful and differentiated product offering?
- What has worked well in other emerging wealth markets in Asia?
- Assessing the role and suitability in Thailand of ETFs, structured products and other market access products?
- To what extent does regulation need to evolve in terms of the product offering?
- How should the product range be expanded?
- Where are the biggest gaps between overseas markets and Thailand in terms of the product offering?

## Chair

### Andrew Crooke

Editor  
Hubbis

## Panel Members

### Vira-anong C. Phutrakul

Managing Director, Retail Banking Head, Thailand  
Citibank

### Dr Rinjai Chakornpipat

Senior Executive Vice President, Private Wealth Management  
Maybank Kim Eng Securities (Thailand)

### Swee Meng Mok

Senior Vice President, Head of Wealth Management  
AIRA Securities

### David Schmid

Executive Director, Head of Structured Solutions South-east Asia  
EFG Bank, Singapore Branch, EFG Financial Products Division

### Peet Yongvanich

Managing Director, Thailand  
Morningstar

1.10pm

## Lunch



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# Agenda

2.00pm

## 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 does it take to be committed to growing a wealth management business until you can make a profit?
- What is the real differentiator – product, systems, process, people or culture?
- What is international best practice in talent management and development?
- What are the skills & competencies required for RMs to be successful?
- What does it take to deal with existing clients and prospect – including both new-to-bank-clients and upgrading clients?
- How can firms encourage RMs to provide a good long-term service to attract and retain clients – not just target AUM?
- What lessons can be applied from offshore centres in the Thai context?

### Chair

#### Andrew Crooke

Editor  
Hubbis

### Panel Members

#### Richard Piliero

Regional Executive  
Finaport

#### Mario A. Bassi

Managing Director, Head of Asia  
Solution Providers Management Consulting

#### Maikel Sajangbati, CWM

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

#### Datin Isharidah Ishak

Senior Partner  
First Fiduciary (Labuan) LLP

#### Paul Gambles

Managing Partner  
MBMG Group

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# Agenda

2.45pm

## **Presentation**

### **Learning & development best practices – how to really make it work for you**

#### **Michael Stanhope**

Chief Executive Officer  
Hubbis

- Why learning & development is important
- What challenges does the industry face in up-skilling advisers?
- What challenges do individual wealth management firms face in getting their staff engaged in learning?
- What is the best approach to overcoming resistance to learning & development?
- What are the pitfalls for the industry as a whole – and for individual advisers – of not taking training seriously enough?

3.05pm

## **Presentation**

### **Generating new business**

#### **Jay Jhaveri**

Head of Business Development, Asia  
Wealth-X

- The UHNW landscape in Asia (and specifically South-east Asia)
- Trends in the UHNW space in South-east Asia over the next five years
- Building an immediate and medium-term prospect pipeline
- Due diligence vs source of funds

3.25pm

## **Refreshments & Networking**

3.45pm

## **Presentation**

### **Building innovation in wealth management**

#### **Andrew Au**

Chief Executive Officer  
AG Delta

This presentation will aim to provoke a “fresh perspective” into the current dialogue as to what solutions we should be building or looking for to solve the challenges facing our industry:

- Connecting the dots for supporting “open architecture” wealth platforms with multiple product providers
- Creating a rich LEARN.COMPARE.QUOTE.TRANSACT experience
- Embedding systematic analytics and controls into the advisory and transaction lifecycle
- Social media hype: should we be trying to connect to our clients or connecting our teams?

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# Agenda

4.10pm

## Panel Discussion

### The components of successful wealth management platforms

- What are the processes, systems and technology involved in creating leading offerings?
- What will be the challenges in implementing them?
- How can the basic infrastructure be industrialised to enable firms to focus on the value-add?
- What other aspects of the platform can – and should – be automated?
- How are today's technology and systems-related needs and priorities likely to evolve?
- What can be done to enhance the overall customer experience?
- How should online and mobile offerings be developed to drive the business to the next stage?
- What are the best-practice risk management, operations and compliance frameworks?

### Chair

#### Andrew Crooke

Editor  
Hubbis

### Panel members

#### Samart Rusmeerojwong

Senior Vice President  
Thai Military Bank

#### Jay Jhaveri

Head of Business Development, Asia  
Wealth-X

#### Daniel Kennedy

Regional Solution Manager - Asia  
DST Global Solutions

#### Andrew Au

Chief Executive Officer  
AG Delta

5.00pm

## Forum ends

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#### EFG Bank AG, Singapore Branch

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Singapore 179104

[info@efgbank-efgfp.sg](mailto:info@efgbank-efgfp.sg)

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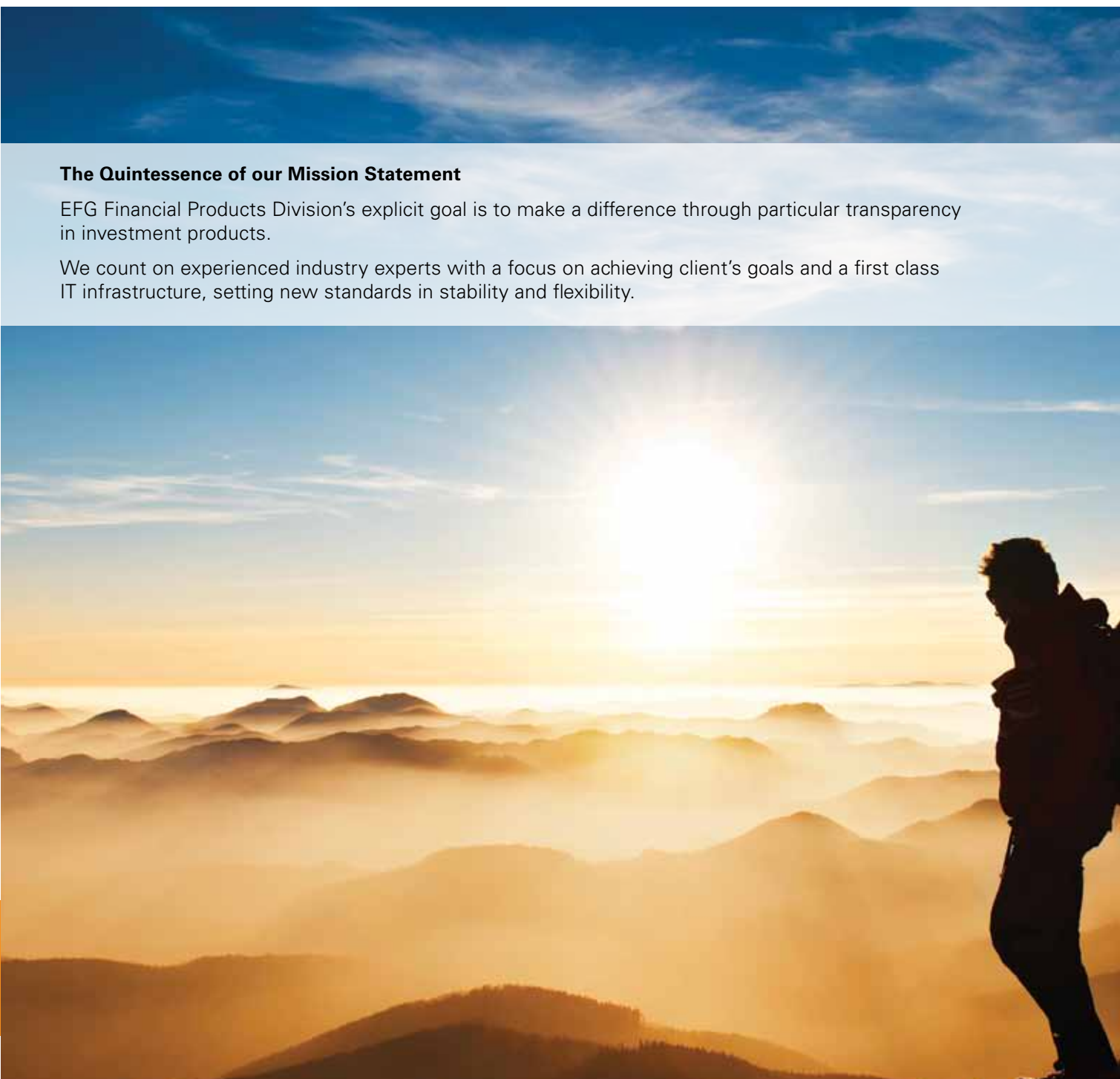


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Please find more information about Thailand mutual funds at [www.morningstarthailand.com](http://www.morningstarthailand.com); stay on top of Thailand's mutual fund industry trends and access research information and educational content.

### **Key contact**

**Tharinee Sirichayaporn**  
Business Development Manager  
T 662 251 9730 ext.22  
M 668 4427 0733  
E [Tharinee.sirichayaporn@morningstar.com](mailto:Tharinee.sirichayaporn@morningstar.com)



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As business becomes increasingly international and local compliance and reporting obligations grow more onerous, the challenges of retaining full and transparent oversight of diverse operations and investments intensify. We focus on providing specialised and business-critical financial and administrative services that enable our clients to operate their corporate structures, finance vehicles and investment funds in different geographical locations. We can also provide clients with a single point of contact to co-ordinate the day-to-day management of outsourced operations, and ensure clear communication across multiple jurisdictions. With our support, compliance is assured.

Our core services can help companies of all sizes with HR and payroll, accounting and tax, corporate secretarial, international structuring, fund administration and structured finance – whether a company wants to globalise, or whether they need support to streamline existing operations. We also help more than 35,000 private clients to manage their finances, and work with third-party providers to provide international incorporation support.

Our services are delivered in each country by our expert staff, professionals who have the key local knowledge and speak the language. TMF's international client base is highly-diversified, including many companies listed in the Fortune 500 and FTSE. We have specialist teams supporting different sectors, including private wealth, pension and employee benefits solutions, structured finance, fund administration, real estate investment, private equity, and IP licensing and collection.

TMF Group's private client teams create and administer solutions that will provide for extended families, manage multiple, complex, cross-border assets, navigate tax and regulatory issues, provide for estate and business succession planning and facilitate effective investments now and for the future.

### What we do

- Work with you, and your advisers, to devise effective solutions for your needs
- Establish and administer structures
- Provide full trustee, foundation and corporate management services
- Incorporate and administer Special Purpose Vehicles (SPVs)
- Register private vessels and aircrafts
- Carry out tax and regulatory compliance
- Offer investment manager selection and analytical performance reporting
- Probate and estate administration services

## Key contacts

Learn how we can ensure your financial future is fully mapped out.

### Nigel Rivers

Managing Director, Hong Kong  
Regional Director of Private Clients  
Asia Pacific  
T 852 2822 0186  
E [nigel.rivers@tmf-group.com](mailto:nigel.rivers@tmf-group.com)

### Sue Yong

Managing Director, Malaysia  
T 60 3 2382 4288  
E [sue.yong@tmf-group.com](mailto:sue.yong@tmf-group.com)

### Paolo Tovalato

Managing Director, Thailand  
T 66 (0) 2 613 4901  
E [paolo.tovalato@tmf-group.com](mailto:paolo.tovalato@tmf-group.com)

### Nitin Modi

Global Business Development Manager  
T 66 (0) 2 613 4985  
E [nitin.modi@tmf-group.com](mailto:nitin.modi@tmf-group.com)

### Ian Shearer

Head of Business Development, Asia Pacific  
T 852 2106 9385  
E [ian.shearer@tmf-group.com](mailto:ian.shearer@tmf-group.com)

### Carolyn Parkes

Director, Head of Private Clients  
T 65 6808 1641  
E [carolyn.parkes@tmf-group.com](mailto:carolyn.parkes@tmf-group.com)



# Protecting your most valuable assets

## Private Client services

TMF Group's Private Client teams offer clients a wealth of experience and individual wealth management solutions. And TMF's global network of more than 100 wholly-owned offices in over 75 jurisdictions worldwide means we have expert, professional staff with local knowledge who speak your language:

- Work with you, and your advisors, to devise effective solutions for your needs
- Establish and administer structures
- Provide full trustee, foundation and corporate management services
- Incorporate and administer Special Purpose Vehicles (SPVs)
- Register private vessels and aircrafts
- Carry out tax and regulatory compliance
- Offer investment manager selection and analytical performance reporting
- Probate and estate administration services

### Contact us

Learn how we can ensure your financial future is fully mapped out.

Nigel Rivers

Managing Director, Hong Kong  
Regional Director of  
Private Clients

Asia Pacific

T. +852 2822 0186

[nigel.rivers@tmf-group.com](mailto:nigel.rivers@tmf-group.com)

[www.tmf-group.com](http://www.tmf-group.com)

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#### About AG Delta

AG Delta offers **Electronic Dealing, Client & Portfolio Centric E-Commerce Solutions to the Private Wealth Management industry**. Headquartered in Singapore with offices across Asia Pacific, we are a recognised innovator in financial technology.

Our clients are many of the fastest-growing global and regional financial institutions in the world with live production sites in wealth centres including Hong Kong, Singapore, the UK, Switzerland and other markets in Asia Pacific. They are all using our flagship solution AG|Capital to fast-track building a world-class wealth platform to better support their wealth managers and empower their customers. Through AG Capital's increasing network of investment product & liquidity providers, our clients are able to achieve great strides in achieving business automation and a truly open architecture business platform to grow Assets Under Management and Revenues in a sustainable fashion.

AG Delta's achievements include being recognised as a **Top E-Commerce & Client Interface Solution Provider** in the Structured Products Technology Global Survey for the last 3 years running as well as recently receiving the prestigious **Red Herring Asia 100 VC award**.

| [www.agdelta.com](http://www.agdelta.com) | Multi Product | Multi Channel | Multi Market | Wealth Online Anywhere Anytime |

#### Key contacts

**Andrew Au**  
Chief Executive Officer  
E [Andrew.au@agdelta.com](mailto:Andrew.au@agdelta.com)

**Damien Piper**  
Senior Account Manager  
E [Damien.piper@agdelta.com](mailto:Damien.piper@agdelta.com)

**Gaurav Singhal**  
Senior Account Manager  
E [Gaurav.singhal@agdelta.com](mailto:Gaurav.singhal@agdelta.com)

**Wing Mok**  
Chief Architect  
E [Wing.mok@agdelta.com](mailto:Wing.mok@agdelta.com)

**Ray Wong**  
Director - Product Strategy, North Asia  
E [Ray.wong@agdelta.com](mailto:Ray.wong@agdelta.com)

**Lawrence Grincer**  
Chief Operating Officer  
E [Lawrence.grincer@agdelta.com](mailto:Lawrence.grincer@agdelta.com)

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### About Heritage Trust Group

Heritage Trust Group, which was established in 2002, today employs over 50 professionals in its Singapore and Hong Kong offices. Heritage is an independent, licensed trust company, regulated by the Monetary Authority of Singapore (MAS).

The principal activities of the Heritage Trust Group are the provision of trust, fiduciary and nominee services, including assisting clients in the establishment of offshore companies in various jurisdictions as well as Singapore and Hong Kong, for those clients seeking confidential and tax-effective corporate structures.

Through our offices in Singapore and Hong Kong, and associates in New Zealand, the BVI and Brunei, the Heritage Trust Group is able to provide its high net worth and corporate clients with global structured solutions.

Heritage offers a wide range of nominee and administrative services from setting up of offshore companies to more elaborate and complex structuring in appropriate jurisdictions. The services offered include the incorporation of foreign structures, the management of these structures (corporate directors, nominee shareholders, corporate secretary, and registered office) and the daily administration of such structures (invoicing, bookkeeping, accounting & tax filing, and hold mail & telephone answering services).

For more information, please visit: [www.heritagetg.com](http://www.heritagetg.com)

### Address

#### Singapore

50 Raffles Place  
#15-05/06, Singapore Land Tower  
Singapore 048623  
T 65 6533 0774  
F 65 6533 0224

#### Hong Kong

902, 9th Floor Loke Yew Building  
50-52 Queen's Road Central  
Hong Kong  
T 852 2527 9396  
F 852 2527 0762

### Key contacts

#### Singapore

**Dr Angelo Venardos**  
Chief Executive Officer  
[Angelo@heritagetg.com](mailto:Angelo@heritagetg.com)

**Jennie Tan**  
Executive Director  
[Jennie.Tan@heritagetg.com](mailto:Jennie.Tan@heritagetg.com)

**Mary Chan**  
Associate Director, Wealth Planning  
[Mary.Chan@heritagetg.com](mailto:Mary.Chan@heritagetg.com)

**Eve Tay**  
Business Development Manager  
[Eve@heritagetg.com](mailto:Eve@heritagetg.com)

**David Lee**  
Business Development Manager  
[David@heritagetg.com](mailto:David@heritagetg.com)

#### Hong Kong

**Pierre Boulanger**  
Assistant General Manager  
Business Development  
[Pierre.Boulanger@heritagetg.com](mailto:Pierre.Boulanger@heritagetg.com)

**Carol Choi**  
Senior Manager  
Business Development  
[Carol@heritagetg.com](mailto:Carol@heritagetg.com)

# Asia's Leading Trust and Corporate Services Team



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## Singapore Office

### Heritage Trust Services Pte Ltd

50 Raffles Place, #15-05/06, Singapore Land Tower, Singapore 048623  
Tel: (65) 6533 0774 Fax: (65) 6533 0224 Email: [info@heritagetg.com](mailto:info@heritagetg.com)

## Hong Kong Office

### Heritage Corporate Services (HK) Limited

902, 9th Floor, Loka Yew Building, 50-52 Queen's Road Central, Hong Kong  
Tel: (852) 2527 9396 Fax: (852) 2527 0762 Email: [hkenquiry@heritagetg.com](mailto:hkenquiry@heritagetg.com)



# J.P.Morgan

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## Key contacts

### **Tee Mahatharadol**

Vice President, Head of Financial Institutional Sales  
Fixed Income  
J.P. Morgan  
E [tee.x.mahatharadol@jpmorgan.com](mailto:tee.x.mahatharadol@jpmorgan.com)

### **Winyou Prateepkanjana**

Vice President, Financial Institutional Sales  
Fixed Income  
J.P. Morgan  
E [winyou.prateepkanjana@jpmorgan.com](mailto:winyou.prateepkanjana@jpmorgan.com)

### **Ollie Palanca**

Executive Director, Head of Sales Thailand  
Fixed Income  
J.P. Morgan  
E [ollie.n.palanca@jpmorgan.com](mailto:ollie.n.palanca@jpmorgan.com)

### **Lemuel Lee**

Head of Equity & Commodity Derivatives  
North & South Asia  
J.P. Morgan  
E [lemuel.hl.Lee@jpmorgan.com](mailto:lemuel.hl.Lee@jpmorgan.com)

### **Deepankar Khanna**

Head of Sales South East Asia  
Fixed Income  
J.P. Morgan  
E [deepankar.s.khanna@jpmorgan.com](mailto:deepankar.s.khanna@jpmorgan.com)

## Solutions built on a strong foundation

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**Technology & Systems Solutions Forum 2013**

Thursday 20th June  
Marina Mandarin, Singapore

**Malaysian Wealth Management Forum 2013**

Thursday 27th June  
Grand Millennium, Kuala Lumpur

**Indian Private Banking Forum 2013**

Wednesday 21st August  
Mumbai

**China Wealth Management Forum 2013 – Beijing**

Thursday 29th August  
Westin Hotel, Beijing

**Asian Wealth Management Forum 2013 – Singapore**

Thursday 26th September  
Marina Mandarin, Singapore

**Indonesian Wealth Management Forum 2013**

Thursday 24th October  
Four Seasons Hotel, Jakarta

**Wealth Planning Forum 2013**

Thursday 7th November  
Marina Mandarin, Singapore

**Technology & Systems Solutions Forum 2013**

Thursday 14th November  
Four Seasons Hotel, Hong Kong

**China Wealth Management Forum 2013 – Shanghai**

Thursday 28th November  
Grand Hyatt, Shanghai

**Compliance in Asian Wealth Management Forum 2014**

Thursday 23rd January  
Pan Pacific Singapore

**Asian Wealth Management Forum 2014 – Hong Kong**

Tuesday 27th February  
Conrad, Hong Kong

**Independent Wealth Management Forum 2014**

Thursday 13th March  
The Marina Bay Sands, Singapore

**Taiwan Wealth Management Forum 2014**

Tuesday 27th March  
Grand Hyatt, Taipei

**Investing in Asia Forum 2014**

Thursday 8th May  
Park Hyatt Zurich

**Thailand Wealth Management Forum 2014**

Thursday 15th May  
Four Seasons Hotel, Bangkok