

# THE ASIA PACIFIC FAMILY OFFICE CONFERENCE

30 November & 1 December 2009  
Island Shangri-La • Hong Kong

*Wealth preservation in the face of adversity*

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TENTH ANNIVERSARY



*Private meetings for the world's leading families*

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*The seventh annual private forum for significant private investors,  
business and financial families and their family offices*

*Supported by*



Asian Strategy & Leadership Institute  
*Dedicated To Creating A Better Society*

*Organised by*

**Campden** Conferences

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*Wealth preservation in the face of adversity*

The financial crisis has come at a critical time for Asia. A period of poor asset growth for many families, coupled with less than ideal advice and service from their wealth managers, has led many to question whether their wealth is being managed in the best possible way. Families are now considering how their fortunes might be better preserved, how to manage risks more effectively and who to trust so as to ensure their legacy can be passed to the next generation. In a world which is seeing the beginnings of a vast transfer of economic power from the West to the East, big questions are being asked. In short, will the model for managing significant family wealth today be appropriate for a very different tomorrow?

*The Asia Pacific Family Office Conference* will focus on the lessons learnt by families during the economic downturn and explore what the future holds for them. Discuss the ever-present complex subjects of risk, governance and transparency, succession planning, educating the next generation and philanthropy, through real life case studies by families who have trodden these paths.

**KEY THEMES AND HIGHLIGHTS:**

- The economic downturn and the effects it has had on families, their offices, businesses, foundations and investments
- Investments: Where to next?
- Mitigating your legal and investment risks to preserve wealth
- Re-evaluating governance, trust and transparency affairs in the family, business and office

**NEW IN 2009: HALF DAY INTERACTIVE ROUNDTABLES :****SETTING UP A FAMILY OFFICE AND REFINING A NEWLY ESTABLISHED FAMILY OFFICE**

As more and more Asian families move from lone entrepreneurship to multiple generations, the complexities of wealth increase. This interactive session will examine the many different financial models families use for their wealth. Which model is right? SFO, MFO, Private Banks or a hybrid version of all three? How do you get the most out of them?

**FAMILY PHILANTHROPY IN THE PACIFIC RIM**

This intimate and private session will provide an opportunity to discuss and learn from other families about the challenges and highlights of their philanthropic activities. Delegates will understand how things have changed over the last twelve months, learn how to ensure their giving has a measurable impact, and discover what the future might hold.

**PROFESSIONAL PARTNER**

We are pleased to announce the appointment of a professional firm as partners to *The Asia Pacific Family Office Conference*. Leading private client law firm **Withers** will bring to the forum their wide experience of problem-solving for complex international families.

**INCREASING VALUE**

Take advantage of our special family packages (more details on the booking form):

**Family Office + Principal Package:**

Register a family office and bring along one of your family principals for free.

**Family Ticket:**

4 members of the same family/family office can attend for the price of 3.

**REGISTER NOW**

Now in its seventh year *The Asia Pacific Family Office Conference* has consistently provided families and their family office executives with the opportunity to network privately with peers and discuss the challenges and opportunities faced in investment and familial services. Unrivalled in its quality of speakers and cutting edge content, if you only plan to attend one event in 2009, ensure *The Asia Pacific Family Office Conference* is the one.

## CONFERENCE CHAIRMAN

**ROY CHEN** is chairman of Grace Financial Limited and the executive director at Sterling Enterprises Limited, the Chen family office. His primary responsibilities lie in overseeing the investment activities, which comprise asset allocation and manager selection functions. In recent years, in addition to managing the family assets, he has been actively involved with promoting and improving corporate governance with a special interest in family business situations.

## PROFILE OF CONFERENCE SPEAKERS

**FAHAD A. AL-TURKI** is executive vice president of the A.A. Turki Group (ATCO), a leading conglomerate that is ranked among the largest firms in Saudi Arabia. ATCO has been operating successfully in the governmental, industrial and consumer sectors since the mid-1950s. He also represents the group on the board of most of their joint-venture companies.

**PARAS CHANDARIA** is a fourth generation member of a multi generational family, with an interest in leading global businesses, which began from modest origins in East Africa almost a hundred years ago.

**ALAN GOEI** is a second generation family member and group director of his family's business, the Goldhill Group of companies, which has been focusing on property development and related activities since 1963.

**JUZAR S. KHORAKIWALA** is chairman and managing director of Biostadt India Limited. He has been instrumental in setting up diversified projects in backward areas of India, which have helped local development and employment. He is also a member of various chambers of commerce and trade bodies.

**PROFESSOR ANNIE KOH** is the dean, executive & professional education and associate dean, strategic planning & programme development at Singapore Management University. She sits on a number of boards including the Financial Women's Association of Singapore.

**FLORENCE KOH** is a third generation family member based in Singapore. Previously a practising lawyer, since 2002 she has been engaged in project consultancy and investments in Singapore and Indonesia.

**PRASAD M. KUMAR** is an empanelled worldwide facilitator for the forum of the Young Presidents' Organisation and The World Presidents' Organisation. As executive director of the GMR Group, has also played a key role in the initiation, facilitation and drafting of the GMR Family Constitution and the synthesis of the Group's Values & Beliefs.

**TUCK SENG LOW** has established successful, substantial cross-border ventures in financial services in Europe and Asia. He has 22 years of experience in banking and financial markets.

**MARILYNNE PASPALEY AM** is the founder and managing director of Pinctada Hotels & Resorts, which offers a range of bespoke hotels in the Kimberley region of north-west Australia. She is also a director of her family's diversified pearl business, the Paspaley Group of Companies.

**KASEMSIT PATHOMSAK** is executive chairman of Pathomsak Holdings in Thailand.

**NOOR QUEK** is the managing director of NQ International Pte. Ltd., which specialises in multi-family office solutions. She has a long experience in private banking and family offices in Singapore and her involvement with both charities and community services gives an extra dimension to her research abilities.

**CAROL SEAH** offers family wealth management services and assists individuals and family business owners in single and multi-generational wealth. She also serves as the advisor for Reliance Capital Limited (India), a member of Anil Dhirubhai Ambani Group.

**TAI SOOK-YEE** is head of group portfolio management for IMC Pan Asia Alliance Group, a single family office set up in Singapore over the last few years. It forms part of a larger Chairman's Office, which oversees both the family businesses as well as private wealth management, in addition to providing specific services to the immediate family members of Frederick Tsao.

**RICK TANG** manages a small family fund and leads a consultancy to partner with charitable foundations and Christian organisations (with a focus on China) and the objective to transform lives, communities and nations.

**CONNIE TSANG** is the executive director of the Fu Tak Lam Foundation which was inaugurated in 2007 in Hong Kong. She shares the vision of the Foundation in helping the deprived and improving the well-being of the communities in different aspects.

**MERCEDES VARGAS** is vice president of Lopez Memorial Museum in the Philippines.

**ANASTASIUS WAHYUHADI** is commissioner and executive committee member of PT Austindo Nusantara Jaya in Indonesia and also holds various board positions in the holding and all subsidiary companies of Austindo Group, whose businesses are in plantation, financial services, tobacco trade and healthcare services.

**MING WONG** is an independent financial consultant at Ivory Capital Private Limited. He also advises family offices on investment strategies, including asset allocation, fund manager selection, social and responsible investing and philanthropy.

For a complete list of speaker profiles, please visit:  
[www.campdenconferences.com/hongkong](http://www.campdenconferences.com/hongkong)

## CONFERENCE PROGRAMME

Monday, 30 November 2009

## CONFERENCE CHAIRMAN

ROY CHEN • *Executive Director, Sterling Enterprises Limited and  
Chairman, Grace Financial Limited, Hong Kong*

- 09:00 – 09:10 Chairman's opening remarks
- 09:10 – 10:10 **THE ECONOMIC DOWNTURN & THE EFFECTS IT HAS HAD ON FAMILIES, THEIR OFFICES, BUSINESSES, FOUNDATIONS AND INVESTMENTS**  
The financial crisis has caused a worldwide review of business and investment practices. This session will use real life case studies to deduce the lessons learnt and the changes being made by families within their businesses, private offices and foundations:
- A changed wealth landscape: Lessons learnt during the last 12 months
  - How are families preparing their investments to help the next generation?
  - Insights from families: What asset classes have performed over this difficult time?
  - The future: Long term plans and preparations
- KASEMSIT PATHOMSAK • *Executive Chairman, Pathomsak Holdings, Thailand*
- 10:10 – 11:10 **IMPROVING EFFICIENCIES AND GETTING THE MOST OUT OF YOUR FAMILY OFFICE**  
It is important to note that the family office serves as a value addition to the family, going beyond investments to the relationship side. This session will aim to highlight this, and cover areas including:
- How to streamline whilst still meeting your family's cost cutting objectives
  - Staffing and resource requirements for the family office
  - Restructuring the family office to suit the changing needs of the family
  - Aligning the family office with the family business
- PRASAD M KUMAR • *Member, GMR Holding Board & Executive Director - Group Corporate Development, GMR Group, India*  
**Moderator: PROFESSOR ANNIE KOH** • *Associate Dean, Singapore Management University, Singapore*
- 11:10 – 11:30 Morning coffee
- 11:30 – 12:30 **INVESTMENTS: WHERE TO NOW?**  
Families have been burnt on many of their investments and have subsequently withdrawn to holding cash, unsure of their next move. This session will focus on:
- The new investment paradigm
  - Investments in Asia: The balance of wealth moving from West to East
  - Specific asset allocation trends and processes
  - Global expansion and M&A opportunities
  - How to take advantage of the new economy
- ALAN GOEI • *Second generation family member, Singapore*  
**Moderator: WONG KOK HOI** • *Founder, Chairman & CIO, APS Asset Management Pte Ltd, Singapore*
- 12:30 – 14:00 Lunch sponsored by **Permal Singapore Pte Limited**
- 14:00 – 14:40 **VENTURING BACK INTO ALTERNATIVES: THE BEST STRATEGIES FOR FUTURE SUCCESS**  
Have Alternatives had their heyday or are there still opportunities out there? Following an assessment of the state of various alternative asset classes, this session will illuminate strategies that look set to take full advantage of both immediate and long term opportunities:
- Hedge funds: What does the future hold?
  - A real estate revival?
  - Distressed corporate bonds
  - Emerging markets
  - Clean tech
  - Is Islamic finance a true alternative?
- 14:40 – 15:20 **MITIGATING YOUR LEGAL AND INVESTMENT RISKS TO PRESERVE WEALTH**  
Family office officials and industry experts will discuss how the financial crisis and market scandals have affected the approach families take towards their advisors, money managers and businesses:
- Addressing risks unique to Asian business-owing families
  - Investment performance & benchmarking issues
  - Risk reporting: The role IT systems can play
  - Establishing effective risk management controls
  - Breach of confidentiality – keeping information safe and private to the individual whilst having a family office
  - Risks with the family themselves and the trustees connected to the family office
- SAMANTHA BRADLEY • *Head of Wealth Planning, Withers, Hong Kong*  
TUCK SENG LOW • *Independent Advisor, Switzerland*
- 15:20 – 15:40 Afternoon tea
- 15:40 – 17:00 **RE-EVALUATING GOVERNANCE, TRUST AND TRANSPARENCY AFFAIRS IN THE FAMILY, BUSINESS AND OFFICE**
- How important is governance?
  - Do you have the right processes and structures in place?
- The importance of transparency in investment strategies*
- Educating and communicating with your family

- Lessons from the Madoff and Nami scandals
- Trust: Reassessing and rebuilding relationships with counterparties and families*
- Lessons from families and their counterparty relationships
- Increased due diligence: What to look out for and new processes
- How to move forward and build new relationships

**ANASTASIUS WAHYUHADI** • *Commissioner & Executive Committee Member*, PT Austindo Nusantara Jaya, Indonesia

**SOOK-YEE, TAI** • *Head of Group Portfolio Management*, IMC Pan Asia Alliance Group, Singapore

**Moderator: PRASAD M KUMAR** • *Member*, GMR Holding Board and *Executive Director - Group Corporate Development*, GMR Group, India

17:00

Close of day one followed by a **cocktail reception at De Beers, Hong Kong**

## Tuesday, 1 December 2009

### 09:00 – 10:20 CULTIVATING THE ENTREPRENEURIAL SPIRIT

This session will tell the story of two successful entrepreneurs and discuss how entrepreneurial spirit has been nurtured and what impact wealth has had on the family members:

- Entrepreneurs' story
- Carrying on the legacy by nurturing the entrepreneurial spirit within the family

**MARILYNNE PASPALEY** • *Director & Shareholder*, Paspaley Group of Companies and *Founder & Managing Director*, Pinctada Hotels & Resorts, Australia

**JUZAR KHORAKIWALA** • *Chairman & Managing Director*, Biostadt India Limited, India

### 10:20 – 11:00 THE ATCO STORY

In this session you will hear the ATCO story, from its beginnings in the 1950's, to becoming one of Saudi Arabia's leading conglomerates. Their family story is truly inspiring and will tell how large family businesses came into existence in the GCC, thus explaining why businesses currently operate the way they do, and how they are perceived in the region. It will also demonstrate why proper organisational structures are critical in the development of future generation family members in order to ensure wealth preservation.

**FAHAD A. AL-TURKI** • *Executive Vice-President*, A. A. Turki Group of Companies (ATCO), Saudi Arabia

11:00 – 11:30 Morning coffee

### 11:30 – 13:00 EDUCATING & DEVELOPING THE NEXT GENERATION FOR SUSTAINABLE FAMILY SUCCESS

- How to best prepare the next generation for responsibility of wealth and the family business
- What governance structures need to be in place for successful succession planning?
- Allowing room to grow whilst instilling values
- The plan of action: Preparing for intergenerational and next generational wealth transfer
- Educating the next generation to be socially responsible
- Harnessing global experience and learning from the next generation

**PARAS CHANDARIA** • *Family member*, Comcraft Group, Singapore

**FLORENCE KOH** • *Third generation family member*, Singapore

**CAROL SEAH** • *CEO*, Wynnes Family Office Pte Ltd, Singapore

**Moderator: NOOR QUEK** • *Managing Director*, NQ International Pte. Ltd, Singapore

13:00 – 14:00 Lunch

14:00 – 16:30 Half-day interactive roundtables. Delegates should choose from:

#### ROUNDTABLE A: SETTING UP A FAMILY OFFICE AND REFINING A NEWLY ESTABLISHED FAMILY OFFICE

- Which model is right for your family?
- Re-positioning of the family office: The evolution of investment vehicles
- Separating family business from family office operations
- Understanding the aims and benefits and explaining the costs
- Reporting, transparency, benchmarking and confidentiality
- Instilling traditions and values for generations to come
- Governance structures and their importance
- Involving family members and advisors

**MING WONG** • *Independent Advisor*, Singapore

**ROY CHEN** • *Executive Director*, Sterling Enterprises Limited and *Chairman*, Grace Financial Limited, Hong Kong

#### ROUNDTABLE B: FAMILY PHILANTHROPY IN THE PACIFIC RIM

- Bringing your family together through philanthropy - educating the next generation
- The importance of due diligence
- Ensuring your giving has a measurable impact
- Adapting your giving to changing economic circumstances
- Partnership models: Building relationships with grantees

**MERCEDES VARGAS** • *Vice President*, Lopez Memorial Museum, Philippines

**RICK TANG** • *Board Member*, Fu Tak Iam Foundation, Hong Kong

**CONNIE TSANG** • *Executive Director*, Fu Tak Iam Foundation, Hong Kong

16:30

Close of conference

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## FEEDBACK FROM PAST CAMPDEN CONFERENCES

*“Very good time management, diversity and comprehensiveness in topics.  
Everything ties in together to entice interest and thoughts”*

Family office executive, Hong Kong

*“Very well organised. Overall extremely beneficial”*

Family member, Australia

*“Great initiative. Personally, I have started believing in the benefits  
of family offices”*

Family business member, India

*“Very good conference and directly on theme”*

Family business executive, Australia

*“Well organised and eloquent speakers”*

Family foundation, Philippines

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