



Hong Kong Investment Funds Association

11th Annual Conference

Monday, November 20th, 2017

Grand Ballroom, JW Marriott Hotel Hong Kong

Fund distribution: at the cusp of change



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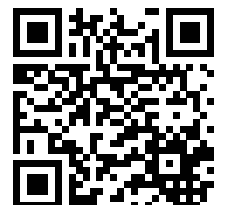


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11th Annual Conference

You are cordially invited to enroll into the 11th HKIFA Annual Conference, which will be held at JW Marriott Hotel Hong Kong on November 20, 2017 (Monday).

“Fund distribution: at the cusp of change” is the theme of this year’s conference. We are honored to have Mr. Arthur Yuen, JP, Deputy Chief Executive of HKMA, to be our keynote speaker. The speech, entitled “Fostering Hong Kong as a premier wealth management hub – the roles of banking and investment fund industries”, will revolve around how sound corporate culture and new regulatory initiatives could help enhance related business conduct and improve clients' experiences.

As there are many recent developments and evolving trends in the market with respect to distribution - from regulatory to technology, from local to regional, as well as alternative platforms and evolving business models, it is both pertinent and interesting to deep dive into the topics.

Some of the subjects that will be covered:

- From the lens of distributors
- Online distribution and advisory platforms: market experience, key impediments and other alternative platforms
- Perspectives of institutional investors and the key challenges in the investment landscape
- Cross over between retail and MPF funds
- Latest development regarding the mainland fund market – WFOE, and other trends
- Outlook of the mainland and the HK distribution landscapes

The event aims to provide a platform for market participants, regulators, distributors and stakeholders to network and discuss issues pertinent to the industry developments and see how we can work together to foster HK’s position as a premier fund hub.

We sincerely look forward to your participation in this event.

WHO SHOULD ATTEND

- Asset Allocators
- CEOs, CFOs, CIOs
- Compliance Officers
- Custodians & Administrators
- Distributors
- Family Offices/Endowments/Foundations
- Finance Directors
- Financial Planners
- Fund Managers

- Institutional Sales
- Investment Advisors
- Investment Consultants
- Legal Practitioners
- Private Bankers
- Product Managers
- Regulators
- Trustees
- Wealth Managers

TIME	PROGRAMME
8:15	Registration
8:50	Welcome Remarks Graham Turl, Managing Director, BlackRock Asset Management North Asia Limited, and HKIFA Chairman
9:00	Fostering Hong Kong as a premier wealth management hub – the roles of banking and investment fund industries Arthur Yuen, JP, Deputy Chief Executive, Hong Kong Monetary Authority
9:30	From the lens of distributors: <ul style="list-style-type: none"> • How do they select fund managers/products • How do they de-select • With respect to product suites, servicing and support, cite some of the key areas that fund managers have done well and areas that can be improved on Moderator: John Sedgwick, Associate Editor, Ignites Asia – Financial Times Panelists: <ul style="list-style-type: none"> - Annie Chen, Managing Director and Head, Managed Investments & Product Management, Wealth Management, Standard Chartered Bank (Hong Kong) Limited - Elaine Lai, Head of Wealth Development, Retail Banking and Wealth Management, Hong Kong, The Hongkong and Shanghai Banking Corporation Limited - Philippe Legrand, CEO and Founder, London and Capital Asia Limited - Kelvin Tan, Executive Director - Head of Investment Funds, DBS Bank Limited
10:15	Online distribution and advisory platforms: <ul style="list-style-type: none"> • How have these been applied in other jurisdictions in the fund space • Experiences in HK and other markets • Updates re the latest developments in HK and key impediments, if any - regulatory/behavioural finance Moderator: Qin Xu, Partner and Managing Director, The Boston Consulting Group Panelists: <ul style="list-style-type: none"> - Christina Choi, Executive Director, Investment Products Division, Securities and Futures Commission, Hong Kong - Mathias Helleu, Co-founder and Executive Chairman, 8 Securities Limited - Ting Li, Chief Executive Officer, Yunfeng Financial Group - Sundeep Sikka, Executive Director & Chief Executive Officer, Reliance Nippon Life Asset Management Limited
11:15	Coffee Break
11:45	Pool side chat with an institutional investor: <ul style="list-style-type: none"> • Perspectives of institutional investors including how to determine asset allocation strategies, how to select fund managers and how to monitor their performance. What are the key challenges in the investment landscape – short and medium/long term? Doris Ho, Executive Director, Hospital Authority Provident Fund Scheme Interviewer: <ul style="list-style-type: none"> - Graham Turl, Managing Director, BlackRock Asset Management North Asia Limited, and HKIFA Chairman
12:30	Lunch
1:30	Cross over between retail funds and MPF: <ul style="list-style-type: none"> • Are employees taking a holistic approach towards retirement investment? • What can be done to further foster employees to take a holistic approach in retirement investment (span across MPF and retail space)? • What are the role and contribution of mutual funds towards this cause? Moderator: Steve Chiu, Senior Vice President, Head of Hong Kong Retail, PIMCO Asia Limited Panelists: <ul style="list-style-type: none"> - Ivy Cheung, Vice President, Consumer Insights, The Nielsen Company (Hong Kong) Limited - Daniel Chow, Managing Director - Customer Experience & Servicing, Principal Hong Kong - Alice Law, Chief Operating Officer & Executive Director, Mandatory Provident Fund Schemes Authority - Billy Wong, Country Business Leader, Wealth, Hong Kong, China and Korea, Mercer (Hong Kong) Limited

TIME PROGRAMME

2:30 **Latest development re the mainland fund market – WFOE, and other trends**
Chantal Grinderslev, Senior Advisor, Z-Ben Advisors

2:45 Coffee Break

3:15 **Mainland distribution landscape:**

- Traditional models and evolving trends (traditional channel – what are the models being used and how are they embracing the new trends? And new players – how do they disrupt or facilitate the existing models?)
(this session will be conducted in Mandarin)

Moderator: Sandra Lu, Partner, Llinks Law Offices

Panelists:

- Gang Wang, Team Leader (Wealth Management), Bank of China Shenzhen Branch
- Allen Zhang, Head of Innovative Development, Assistant GM of Custody Department, China Merchants Securities
- Weiwei Zhang, Vice President and Chief Marketing Officer, CCB Principal Asset Management Company
- Yudong Zheng, Chief Executive Officer, Polaris, PINTEC Group

4:15 **Closing Panel:**

- How would the distribution landscape in HK/mainland look like by 2020

Moderator: Richard Morrow, Editor, AsianInvestor

Panelists:

- Daniel Celeghin, Head of Wealth Management Strategy Asia-Pacific, Casey Quirk
- Josephine Lee, Director, Head of Wealth Management, Citibank
- Mary Lo, Deputy General Manager (Wealth Management), Bank of China (Hong Kong) Limited
- William Ma, Co-Chief Investment Officer, Noah Holdings (Hong Kong) Limited, and Co-Chief Investment Officer, Partner, Gopher Asset Management
- Richard Williamson, Managing Director, Offshore Business, CreditEase Wealth Management

5:00 **Closing Remarks**

5:05 End






* Please note that the programme and speakers are subject to change.

Registration Fee

Members of HKIFA Members of Endorsing Organizations Staff of other Fund Associations	HK\$3,900 per person*
Standard Fee	HK\$5,400 per person*

* The fee includes conference cost, lunch, refreshments and conference documentations.
* 10% discount will be offered for 10 or more enrollees from the same firm.

Registration Methods

 Mail	or	 Fax	or	 Email	or	 Online
17/F, Chung Hing Comm Bldg 62-63 Connaught Road Central Hong Kong		(852) 3905-7075		hkifa@plus-concepts.com		www.plus-concepts.com/hkifa2017
Enquiries:  (852) 8203-6091 or email to hkifa@plus-concepts.com						

Registration Form

HKIFA member

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Staff of other fund associations

None of the above

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(if different from above)

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Event Organizer

This event is organized by the Hong Kong Investment Funds Association ("HKIFA"). Plus Concepts has been appointed as the event manager of this Conference to collect payments and handle registrations. For more information, please contact Plus Concepts at (852) 8203-6091.

Accreditations

Securities & Futures Commission Hong Kong*	6 CPT Hours*
Mandatory Provident Fund Schemes Authority	6 Non Core CPD Hours
The Law Society of Hong Kong	6 CPD Points

*Subject to individual company's compliance approval. Delegates will be required to keep all such documentary evidence to support your attendance such as certificates of attendance. The SFC may request you to produce such documentary evidence as and when required.

For statistical purpose (please tick where appropriate):

- CPD hrs - MPFA (non-Core)
- CPT hrs - SFC
- CPD points - Law Society of Hong Kong

Payment Methods

Registration is confirmed only upon receipt of full payment. Upon receipt of full payment, Plus Concepts will issue an email confirmation and receipt. Payment can be made by

- (1) **Cheque:** Hong Kong bank cheque payable to **Plus Concepts**
Please include the participant's name on the back of the cheque, and mail it to:
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- (3) **Credit Card Payment:**
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5% surcharge will be applied. Only VISA and Mastercard accepted.

Other Information

Venue: Grand Ballroom, JW Marriott Hotel Hong Kong. (Address: One Pacific Place, 88 Queensway, Hong Kong SAR)

Substitutions: You may make substitution at any time before the conference. Please notify us as soon as possible. **Conference fees will not be refunded.**

Rescheduling: The conference will be cancelled if No. 8 typhoon signal or black rainstorm warning is hoisted on the event day. In the event of cancellation due to bad weather, the conference will be rescheduled. Conference fees will not be refunded.

Accommodation, Travel and Other Incidental Expenses: We are NOT responsible for covering accommodation, airfare, other travel or incidental costs incurred by registrations.

Bank Charges and Expenses: Any bank charges and/or expenses incurred as a result of bounced cheques and/or wire transfer will be borne by the participants.

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Hong Kong Investment Funds Association

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