



Hong Kong Investment Funds Association

6th Annual Conference

Monday, October 29, 2012

Grand Ballroom, JW Marriott Hotel Hong Kong

Building Synergy - the Next Phase for the Hong Kong Fund Industry

This year's event highlights include:

- The implications of the Mainland's 12th Five-Year Plan on Hong Kong's fund industry
• The strategy to maintain Hong Kong's vibrancy as a premier international asset management centre
• Competition and collaboration between Hong Kong and Shanghai
• The latest development in China capital market, QFII, RQFII, QDII, and new business models for foreign fund managers to access the Mainland market
• A win-win strategy for Hong Kong fund industry and the mainland counterparts
• MPF - The current state of play and what's next after ECA?
• How to tackle global regulatory and legal challenges and how to incorporate them into operation?
• A new distribution landscape in Hong Kong



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Building Synergy - the Next Phase for the Hong Kong Fund Industry

Under the China's 12th Five-Year Plan, Hong Kong's fund industry has to innovate rapidly, particularly to further develop itself as the leading offshore renminbi product market and the asset management hub so as to fully capture the potentials. With the theme of *"Building Synergy - the Next Phase for the Hong Kong Fund Industry"*, the HKIFA 6th annual conference looks at how Hong Kong could maintain its vibrancy and maximize the synergistic effect by working closely with the Mainland, especially the fast-growing Shanghai. Also, the potentials provided by the growing product innovations and increasing cross-border activities between the Mainland and Hong Kong's fund industry will be highlighted.

By bringing together over twenty seasoned professionals, the event aims to provide a platform for market participants to exchange ideas on how to further foster the fund industry and debate critical issues pertinent to the industry.



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
8:30 - 9:00	Registration
9:00 - 9:15	Welcome Remarks Lieven Debruyne, HKIFA Chairman
9:15 - 9:45	Keynote Speech Given the rapid evolution of the international regulatory framework, what is HK's regulatory approach to maintain its status as a premier international asset management centre? Ashley Alder, Chief Executive Officer, Securities and Futures Commission
9:45 - 10:30	Panel: Twin Cities – the Hong Kong perspective Both Hong Kong and Shanghai aim to develop into an international financial centre and capital formation centre. At this panel, we will discuss the competitiveness and strategies of Hong Kong. Moderator: Raymond W. So, Professor of Finance and Dean of School of Business, Hang Seng Management College Panelists: - Julia Leung, Under Secretary for Financial Services and the Treasury, Financial Services and the Treasury Bureau, The Government of the Hong Kong Special Administrative Region - Yang Qumei, Head, Mainland Development Department, Hong Kong Exchanges and Clearing Limited
10:30 - 11:00	Coffee Break
11:00 - 12:00	Panel: A new distribution landscape in HK - suitability, advice, conduct requirements Moderator: Bruno Lee, HKIFA Unit Trust Subcommittee chairman Panelists: - Rosita Lee, Head of Investment Product Business, Hang Seng Bank Limited - Jane McBride, Partner, Deacons - Terry Pan, Managing Director, Head of Hong Kong Business, J.P. Morgan Asset Management - Stephen Po, Senior Director, Intermediaries Supervision, Securities and Futures Commission
12:00 - 1:00	Panel: MPF - moving to the next stage With ECA to be in place in November this year, we will have a quick overview of the current state of play, and then kickstart the discussion: Moderator: Lieven Debruyne, HKIFA Chairman Panelists: - Darren McShane, Executive Director (Regulation and Policy), Mandatory Provident Fund Schemes Authority - Josef Pilger, Executive Director, Ernst & Young - Roger Steel, Chief Executive Officer, Sun Life Hong Kong Limited
1:00 - 2:00	Networking Lunch
2:00 - 2:20	Presentation: Latest development of the Mainland capital market, fund industry, QFII, RQFII and QDII Jane Xue, Partner, Financial Services Group, PricewaterhouseCoopers China
2:20 - 2:40	Presentation: Strategies for foreign firms seeking to build and expand their businesses in the Mainland Jonathan Ha, Director, Advisory Services, Z-Ben Advisors
2:40 - 3:00	Coffee Break
3:00 - 3:55	Panel: How to manage the global regulatory challenges for the fund industry? Moderator: Sam Yu, HKIFA Regulatory Subcommittee chairman Panelists: - Isabella Chan, Director, Sales & Marketing, Franklin Templeton Investments (Asia) Limited - Hayden Flinn, Partner, King & Wood Mallesons - Gast Juncker, Partner, Elvinger, Hoss & Prussen - Karl J. Paulson Egbert, Registered Foreign Lawyer, Dechert
3:55 - 4:50	Panel: How to develop a win-win strategy? Moderator: Joe Ngai, Managing Partner, McKinsey & Company Hong Kong Panelists: - Christina Choi, Senior Director, Policy, China and Investment Products, Securities and Futures Commission - Mark Konyon, Chief Executive Officer, Cathay Conning Asset Management Limited - Eugene Lee, Managing Director, Global Sales & Marketing, E Fund Management (Hong Kong) Company Limited - Benjamin Rudd, Executive Director, Head of Overseas Investment, Ping An of China Asset Management (Hong Kong) Company Limited
4:50 - 4:55	Closing Remarks Lieven Debruyne, HKIFA Chairman

Registration Fee

Members of HKIFA Members of Endorsing Organizations Staff of other Fund Associations	HK\$3,800 per person*
Standard Fee	HK\$5,000 per person*

*The fee includes conference cost, lunch, refreshments and conference documentations.

Registration Methods

 Mail	or	 Fax	or	 Email	or	 Online
Room 1203, Century Square, 1-13 D'Aguiar Street, Central, Hong Kong		(852) 3905-7075		hkifa@plus-concepts.com		http://www.plus-concepts.com/hkifa2012
Enquiries:  (852) 8203-6091 or email to hkifa@plus-concepts.com						

Registration Form

HKIFA member

Member of the following endorsing organization:

Staff of other fund associations

None of the above

Mr. Ms. Mrs. Dr.

(Please Use BLOCK LETTERS)

Name: _____

Email: _____

Job Title: _____

Department: _____

Company/Organization: _____

Address: _____

Nature of Business: _____

Tel: () _____ Fax: () _____

Mobile: _____

Signature _____ Date _____

The delegate list (name, title & company name only and without contact details) will be made available to the event sponsors.

Please check this box if you do NOT wish to have your information released.

Hong Kong Investment Funds Association

Website: <http://www.hkifa.org.hk> Email: hkifa@hkifa.org.hk
Tel: (852) 2537 9912 Fax: (852) 2877 2368

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	1 Core CPD Hour**
The Law Society of Hong Kong	6 CPD Points

*Subject to individual company's compliance approval.

**For the Panel: "MPF - moving to the next stage". According to the MPFA's Guide to Continuing Professional Development for MPF Intermediaries, CPD credits/hours earned under the IA, the SFC or the MA regimes are to receive due recognition from the MPFA as non-core CPD hours. As such, participants also can obtain 5 non-core CPD hours by attending the conference.

For statistical purpose (please tick where appropriate):

- CPD hr - MPFA (If you are an MPF Intermediary, please refer to Appendix 1)
- CPT hrs - SFC
- CPD hrs - Law Society of HK

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:

Plus Concepts
Room 1203, Century Square
1-13 D'Aguiar Street
Central, Hong Kong

- (2) **By Bank Transfer into Plus Concepts account**

Name of Beneficiary: Plus Concepts
Address: Room 1203, Century Square, 1-13 D'Aguiar Street, Central, HK
Beneficiary Bank: HSBC (Address: 1 Queen's Road Central, Hong Kong)
Bank Code: 004
Account No.: 400 588083 838
SWIFT Code: HSBC HK HHH KH

Remarks: -Participant's name must be input on the bank transfer form as a reference
-All the local and overseas bank charges should be paid by the participant

- (3) **Credit Card Payment:** Only available through online registration on website www.plus-concepts.com/hkifa2012

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.

Disclaimer: We reserve the right to alter the contents of this conference and/or the identity of the conference presenters due to circumstances beyond our control.

Incorrect Mailing Information: It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately and we hope you will pass the duplicated copies on to your colleagues. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our database accordingly.

Privacy: Personal data are gathered in accordance with the Personal Data (Privacy) Ordinance. The personal data collected from you may be used by HKIFA/Plus Concepts for statistical purposes. HKIFA/Plus Concepts will cease to use the personal data for any purpose if you request us to do so and accordingly the personal data will be erased and/or destroyed.

Passport & Visa: A visitor must, upon arrival in Hong Kong, present a valid travel document and visa (if a visa is required). For details, please visit the HKSAR government website: www.immd.gov.hk/ehtml/hkvisas_4.htm. You may require a letter from the event host, detailing the nature and duration of your proposed stay in Hong Kong with your visa application. The letter is available on request from hkifa@plus-concepts.com.

Appendix 1

According to MPFA’s measure for monitoring compliance of MPF CPD requirements, course providers need to seek the consent of MPF intermediaries to release their training-related personal data to the MPFA. For details, please refer to the FAQs on Consent to Continuing Professional Development Course Personal Information Transfer on the MPFA website (under Information Centre section). ***If you are an MPF intermediary, please complete the below form and return it to the organizer.***

Consent to Personal Information Transfer and Matching Procedure

I am an MPF individual intermediary, and my MPF Registration No. is: _____

I, _____ (name as shown on HKID/Passport) HKID/Passport no. _____, refer to my application / enrollment for the core MPF Continuing Professional Development course organized by Hong Kong Investment Funds Association .

- (a) I consent to the above named course provider transferring my personal data (including but not limited to my name, my MPF registration number, my HKID/passport number, and the name, date and CPD hours of the MPF CPD courses that I have attended) (“Data”) to the Mandatory Provident Fund Schemes Authority (“MPFA”), for the purpose of monitoring my compliance with the CPD requirements.

- (b) I also consent to the above named course provider releasing my personal data to the MPFA for the purpose of performing matching procedure or process between the Data and my personal data collected by the MPFA from me as part of the MPFA’s monitoring procedures in relation to my compliance with the CPD requirements.

Signature of MPF Individual Intermediary

Date: _____

Please send the completed form to Barbara Law of Plus Concepts
by email (hkifa@plus-concepts.com) or fax (852 - 3905 7075)