

Competing for HNW business in Vietnam's fast-growing economy

Hubbis was delighted to host our 3rd annual event for the wealth management community in Vietnam. Accessing Vietnam's young and rapidly-growing population of more than 95 million people in a country striding energetically towards a market-based economy and therefore with fast-rising per capita income and GDP is of great appeal for financial firms looking to offer wealth management products and services. Our event focused on understanding the longer-term potential for wealth management in this fast-growing economy, and on helping those firms wanting to better compete for business, or those wanting to enter this dynamic young market.

THE AGENDA WAS DESIGNED TO INCLUDE presentations, workshops and panel discussions that focused on precisely where the market stands, as well as assessing the opportunities and challenges it faces, and what firms need to do in order to help the market and their business move to the next levels.

The Forum was exclusively designed for CEOs, senior management, product gatekeepers and business unit heads across technology, compliance, operations, risk and advisory and from the leading international and local banks, insurance companies and asset management firms.

Key to the value of content was also providing insights from experts operating across Asia and further afield in overseas markets, as they shared best practices, and as they highlighted the essential components of successful businesses, as well as lessons they have learned from developing and managing wealth management offerings in other developing markets in Asia.

Local banks and other institutions are slowly coming to understand the potential for wealth management.





Traditional transaction products such as credit cards, personal loans, mortgages are relatively easy to sell and remain very profitable, but the array of products available to the market is rising fast, for example life

insurance is also now high on the priority list, and specialist funds and property vehicles are now on offer as the fledgling asset management industry and banks are now broadening their product offerings. ■

