



ASSOCIATION OF

**INDEPENDENT ASSET MANAGERS**

SINGAPORE

**Asian Wealth Management Forum 2016**

**25<sup>th</sup> October 2016**

**ConventionPoint, Zurich**

**PRESENTATION: WHAT IS THE OUTLOOK  
FOR INDEPENDENT WEALTH IN ASIA?**

**By Anthonia HUI,  
Chief Executive Officer, AL Wealth Partners,  
Immediate Past President, Association of Independent Asset Managers**



# Ex-Bankers Following Swiss Gain Traction Advising Asian Rich

FINANCIAL TIMES

Home World Companies Markets Global Economy  
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Private advice model catches on  
By Ian Orton

Asian millionaires turn to independent wealth advisers

executive  
**Money**

THE FINANCIAL TIMES Wednesday, August 22, 2012

IAM segment geared for growth  
It could eventually account for 30% of private banking assets under management in Asia, says Barclays. GENEVIEVE CUA rrp

Charging for advice  
– and in demand

## KEYNOTE AGENDA:

- What is the Asian landscape like?
- How will it evolve?
- What are the opportunities?

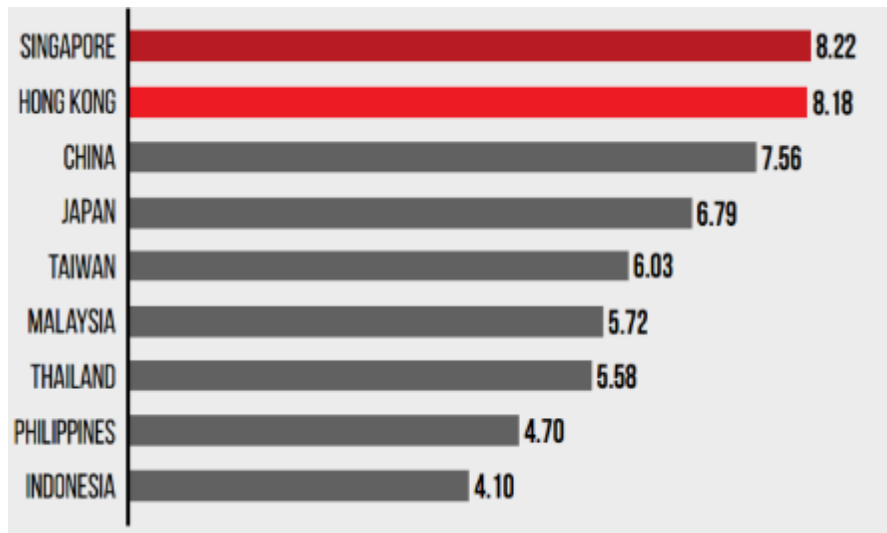
## Independents Take On Asia's Top Private Banks

Firms that offer private bank services but with upfront fee disclosure are taking root in Hong Kong.

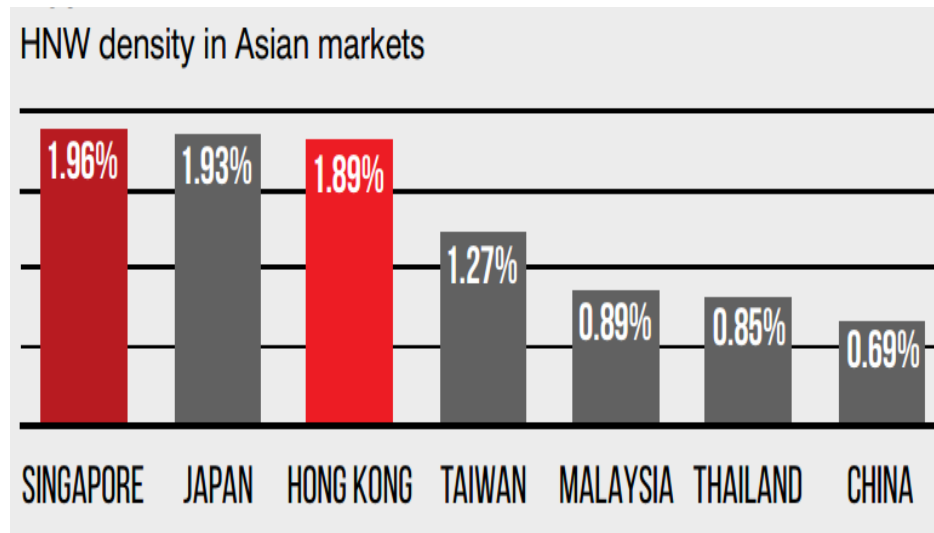
# The Asian Landscape

- **Singapore and Hong Kong** are the region's most mature financial markets:
  - Attract the most wealth
  - Client bases are better primed to accept the I/EAM model
- Other Asian countries are catching up
- I/EAMs are gaining prominence over Asia's key wealth management centers

Overall maturity of wealth management in Asian markets



HWN Density in Asian markets



Source: UBS "A tale of two Cities for Now"

# More demand for I/EAM services

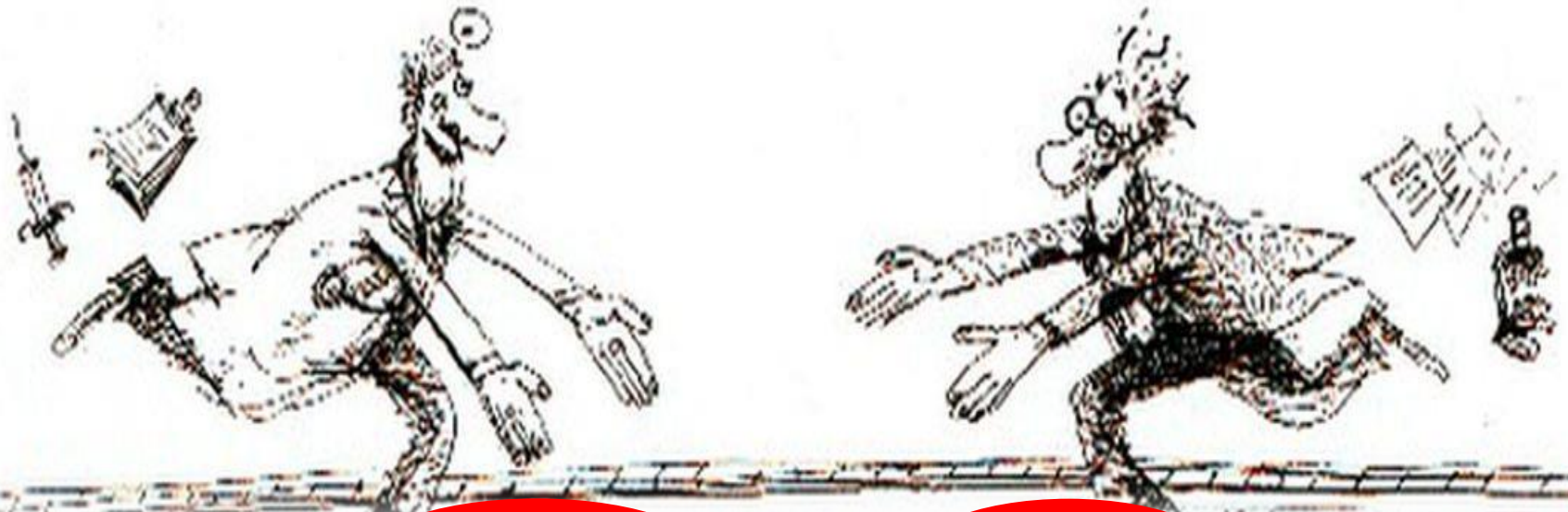


- HNWIs are **better educated** and have more access to financial information
- This change means there is a need for more advisers and less sales-oriented RMs
- Many clients have been **disappointed by the private banking industry**
- **Stronger demand for independent advice**



# Association of **Independent Asset Managers**

*Bridging Trust* between Banks/Providers and Clients...



**Client**

**Bank**

**External  
Asset  
Manager**



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# Association of Independent Asset Managers

## *Mission and Objectives...*

- **Represent** the interests of AIAM members to help clients/providers correctly understand the role of EAM/IAMs;
- **Uphold/Enhance AIAM** reputation and professional standing of EAM/IAMs in Singapore and abroad;
- **Collaborate** with industry practitioners and regulators to communicate and understand new market practice and regulatory guidelines;
- **Provide Compliance & Business Support** to members on affordable cost basis to level playing field and to promote best practices;
- **Act as forum** to exchange ideas and network amongst its members and other industry professionals;

# How do EAMs benefit from AIAM?

**A**CCCESS to best-in-class professionals and specialists at much reduced cost to support members' business, compliance and infrastructure development.

**I**NSIGHT to IAM/EAM best practices and industry guidance, through engagement and active direct access dialogue with regulators

**A**BILITY to share, exchange and transfer knowledge, connections and skills amongst industry practitioners and external service providers

**M**AINTAIN and enhance IAM/EAM's professional conduct and delivery to client and the community



# Fostering dialogue with stakeholders

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## Associate Members

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Monetary Authority of Singapore

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SIX

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AB  
ALLIANCE BERNSTEIN

Edelweiss  
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VP BANK

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your edge on complexity

# Association of Independent Asset Managers

*Where the world's best professionals collaborate...*

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AL Wealth Partners Pte Ltd



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S.E.A.

Asset Management



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# **AIAM Committee:** those volunteer time and efforts selflessly to serve the best interest of AIAM Members...



**President**

**Steve  
KNABL**

**PR & External  
Relations**

**Vice  
President**

**Etienne  
BILLAUD**

**Internal &  
Events**

**Secretary**

**Lucie HULME**

**Memberships  
applications  
&  
maintenance**

**Treasurer**

**Philipp PIAZ**

**Accounting,  
Finance & Tax  
filings**

**Committee**

**Anthonia HUI**

**Compliance  
&  
Professional  
Standards**

**Committee**

**Yash  
MISHARA**

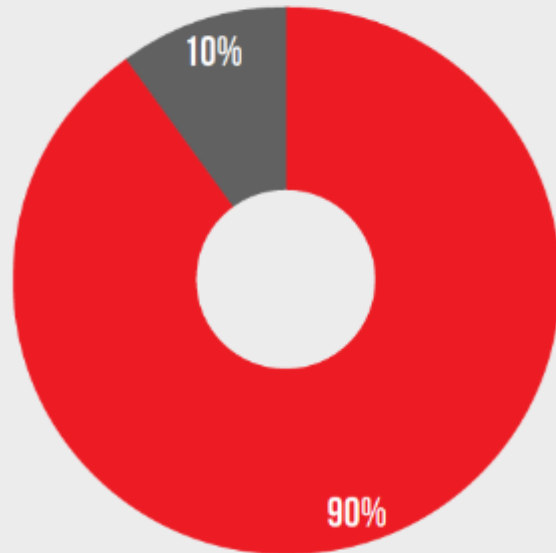
**Professional  
Training &  
Development**

To encourage a pragmatic future ahead...



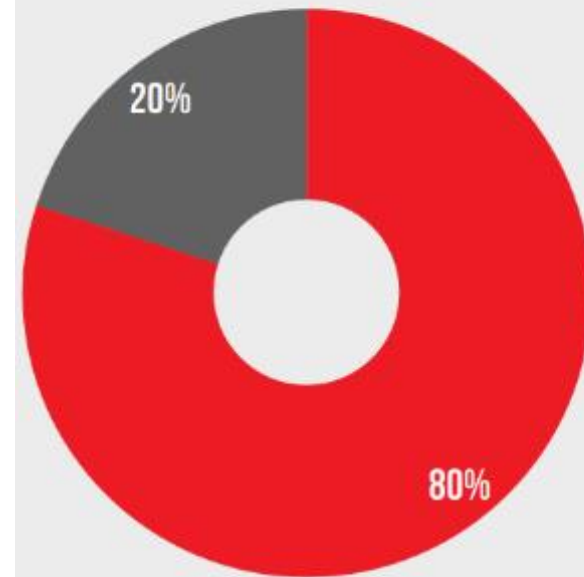
# Growth of Asia I/EAM industry

How do you expect the market share of private wealth managed by EAMs in your location to have developed in 3-5 years' time?



- INCREASE
- STAY THE SAME
- DECREASE

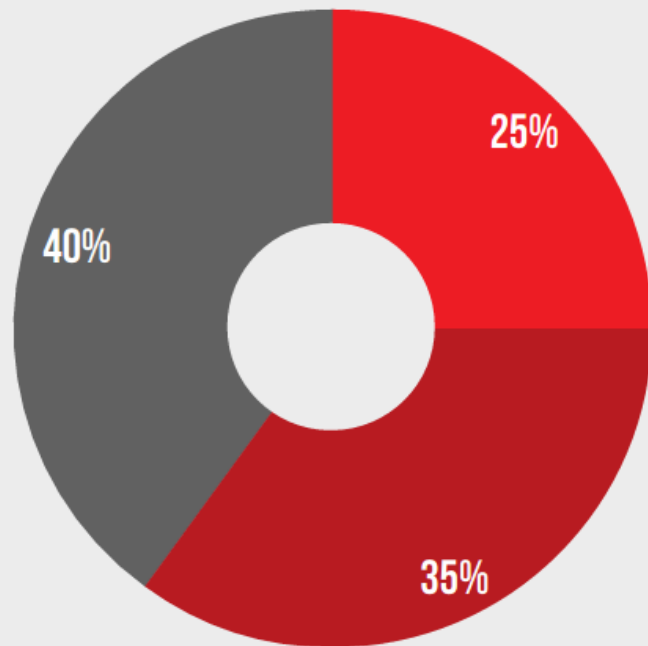
In the next 3-5 years, how do you expect the number of EAMs in your location to change?



- INCREASE
- ROUGHLY STAY THE SAME
- DECREASE

# Increasing regulatory requirements

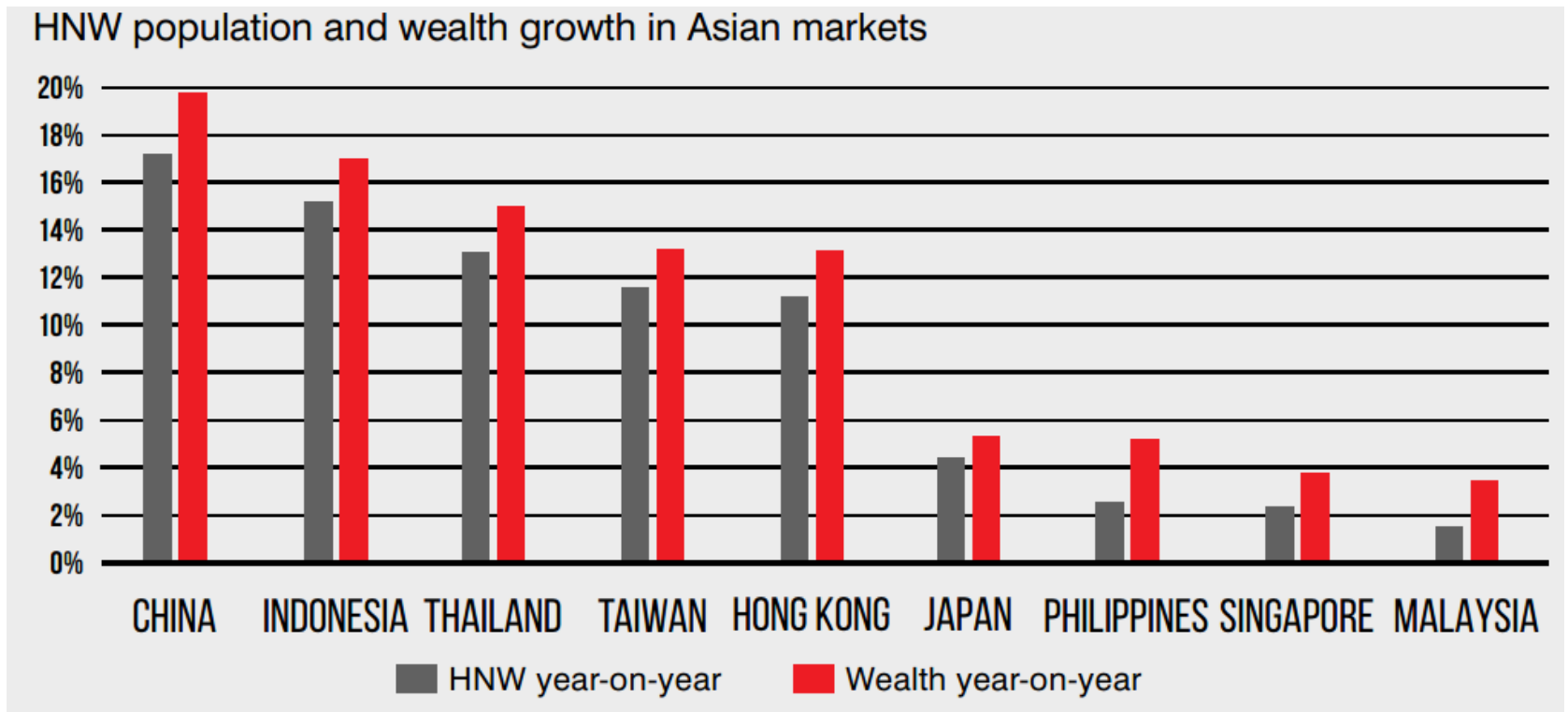
Do you agree that cross-border regulations reduce the number of markets in which external asset managers can acquire clients?



- STRONGLY AGREE
- AGREE
- NEUTRAL



# Opportunities



- China, Indonesia and Thailand are growing rapidly and could overtake the current leaders, Singapore and Hong Kong.
- SG and HK as the most mature financial industries, have the most choices in terms of platforms and service providers for EAMs.
- More international banks and service providers are expanding their offerings to EAMs in other regions.

# Dynamic environment



## Abundant opportunities for EAMs:

that **wholeheartedly care for client's needs**,  
**understand cultural effects** on their behavior,  
and are **adaptable to the market places and global regulatory developments.**



# Contact us

Visit us: <http://aiam.org.sg/>

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### Welcome to AIAM!

AIAM is a non-profit-making organization and all committee members offer their services on a voluntary basis. There are so many tasks at hand and your active participation and contribution would be invaluable to the future of AIAM. We look forward to receiving your membership application or offering of any advice and assistance that will be of great help to the continuity of Independent Asset Managers in Singapore, and to the public advantage that will engage our services.

AIAM is founded with the following guiding principles:

1. To help the public and our various stake holders to have a correct understanding of the unique business model of Independent Asset Managers.
2. To establish, preserve and increase the reputation and professionalism of the AIAM at home and abroad.
3. To strive to make an effective contribution to the protection of investors and the combating of unscrupulous business practices in the wealth management industry.
4. To be the centre of expertise and networking organization for independent asset managers, members, platform providers and other interested groups.
5. To facilitate, preserve and cultivate the interests of the profession and to defend the Code of Ethics and Professional Conduct which is considered to be exemplary and authoritative beyond the membership.

Are you a member?

LOGIN APPLY NOW

Calendar Past Events

Feb 2016

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
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18-03-16 AIAM 1st Quarterly Event, 8 March 2016  
Event cancelled, by default of the Professional Conduct Board.



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