Thanh You to Our Sponsors

PLATINUM
- CAPITAL GROUP
- OLD MUTUAL GLOBAL INVESTORS
- Henley & Partners
- COMMERZBANK

GOLD
- GLOBAL PRECIOUS METALS
- Saffron Robo
- HSBC Global Asset Management
- CFA Institute

SILVER
- RBC Global Asset Management
- GENERALI
- ASIACITI TRUST

BRONZE
- Sun Life Financial
- CSOP Asset Management
- TRANSAMERICA
- BNY MELLON
- CREDIT SUISSE
- QUANTIFEED
- J O Hambro Capital Management Group
- MERCER
Summary

Opportunities and challenges amidst Asia’s wealth explosion

The Hubbis Asian Wealth Management Forum of February 27 produced much lively discussion on the state of the Asian wealth industry, as well as plenty of fascinating insights into global and Asian markets, both mainstream and alternative.

Numerous challenges face the wealth management industry in Asia. Regulatory tightening, competition from fintech companies, the growing threat from Big Tech, and the rise of family offices are a few such challenges.

The S&P index was 670 on March 9, 2009. By February 26, a day before the Hubbis Asian Wealth Management Forum in Hong Kong, it was trading four times higher. But while market indices have surged since 2009 the wealth industry in Asia has not enjoyed a concomitant boom.

Consolidation might need to take place in the industry, according to some experts. Fees and commissions are being compressed by transparency driven by the regulators, and also by external competition such as from the fintechs. However, with the huge growth in Asia’s wealth, there is room for the big and boutique players, but there is a broad consensus that the whole industry must become more professional and invest in more technology.

The massively growing HNW wealth in China represents a world of opportunity for Chinese banks, net home-grown competitors, as well as for foreign firms that are well-established in Hong Kong. There is now great interest in whether foreign banks complete effectively in China against the expanding wealth arms of the major Chinese banks and other local entrants.

The widespread impact of new and ever tighter regulations and associated compliance is placing more and more demands - and cost - on banks and other wealth providers.

The whole industry needs to be extremely careful in their advice and the products they promote. Ironically, these demands are occurring at precisely the same time as wealth advisory providers are trying to increase their percentage of active asset management and increase advisory fee income in general.

To do so, wealth providers need to increase their focus on long-term wealth preservation and creation for their clients, rather than focusing, as has often been the case, on selling clients what is either easiest, or most profitable, for the distributors. And with mainstream asset markets still trading at or near 10-year highs, there is a major question whether HNW portfolios should err more on the side of caution or should remain structured largely for continuing growth.

The eight presentations and four workshops during the event focused on a variety of fascinating topics and opportunities. Amongst other subjects these included: the growing wealth of women globally and the relevance for wealth advisers; the captivating value
story for technology stocks; the attractions of overseas residence and citizenship; the regulatory impetus behind the $4.5 trillion global ETF industry; the inherent value of Asia and China’s compelling metrics; the convergence of West and East in Asia’s family offices; and the appeals of hybrid CoCos securities.

And four workshops - newly introduced and now staple components of the typical Hubbis forum - added further detail to some of the presentation topics above.
**Attendee Profile**

**Type of firm**

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>41%</td>
<td>Private Bank</td>
</tr>
<tr>
<td>19%</td>
<td>Retail Bank</td>
</tr>
<tr>
<td>14%</td>
<td>EAM / IFA</td>
</tr>
<tr>
<td>11%</td>
<td>Asset management</td>
</tr>
<tr>
<td>8%</td>
<td>Insurance</td>
</tr>
<tr>
<td>5%</td>
<td>Technology</td>
</tr>
<tr>
<td>2%</td>
<td>Consultants</td>
</tr>
</tbody>
</table>

**Job role**

- 23% Relationship Manager
- 3% Business Head
- 5% C-Level
- 5% Consultant
- 5% Asset Manager
- 18% Others
- 46% Others
Attendees from these firms

<table>
<thead>
<tr>
<th>Powership Capital Management</th>
<th>SFS Asset Management</th>
<th>Analysts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>Silver Fountain Trust</td>
<td>Transamerica Life Bermuda</td>
</tr>
<tr>
<td>Private Wealth Management</td>
<td>Silverhorn Investment Advisors</td>
<td>Triumph Capital International</td>
</tr>
<tr>
<td>Association</td>
<td>Sino Fund Services</td>
<td>UBP</td>
</tr>
<tr>
<td>Prudential Assurance</td>
<td>Skillfox</td>
<td>UBS</td>
</tr>
<tr>
<td>PwC</td>
<td>Sovereign Group</td>
<td>UBS Asset Management</td>
</tr>
<tr>
<td>Quantifeed</td>
<td>Squire Patten Boggs</td>
<td>UCAP Asset Management</td>
</tr>
<tr>
<td>Raffles Asset Management</td>
<td>SS&amp;C</td>
<td>UOB Bank</td>
</tr>
<tr>
<td>Raffles Capital Holdings</td>
<td>St. James’s Place Wealth Management</td>
<td>Value Partners</td>
</tr>
<tr>
<td>RBC Global Asset Management</td>
<td>Sumitomo Mitsui Trust Bank</td>
<td>Virtuoso Group</td>
</tr>
<tr>
<td>RBC Wealth Management</td>
<td>Sun Life Financial</td>
<td>VP Bank</td>
</tr>
<tr>
<td>Regify</td>
<td>Suxiang Asset Management</td>
<td>WHub</td>
</tr>
<tr>
<td>RHB Asset Management</td>
<td>Swiss International Asset Management</td>
<td>Winland Wealth Management</td>
</tr>
<tr>
<td>Rostrum Grand</td>
<td>Synpulse</td>
<td>ZACD Capital</td>
</tr>
<tr>
<td>Russian BK Finance Group</td>
<td>Target Asset</td>
<td>Zhong Lun Law Firm</td>
</tr>
<tr>
<td>Samsung Asset Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schroders Wealth Management</td>
<td>The Hong Kong Society of Financial</td>
<td></td>
</tr>
<tr>
<td>Sectoral Asset Management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Speakers

Jennifer Lai
Henley & Partners

Kevin Huang
China Merchants Private Bank

Ashok Kothari
Horizon Partners

Ben Sheehan
HBRC Global Asset Management

Guy Uding
Axial Partners

Jennifer Lai
Henley & Partners

Alan Luk
Hang Seng Bank

Kevin Lee
Zhong Lun Law Firm

Kevin Cowperthwaite
Citi Private Bank

Aman Dhingra
UBP

Hanna Raffell
Altitude22

Jonathan Zeng
Bain & Company

Frank Henze
Trimantium GrowthOps

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Ashok Kothari
Horizon Partners

Kevin Cowperthwaite
Citi Private Bank

Aman Dhingra
UBP

Howard Bilton
Sovereign Group

John Wong
PwC

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders

Kevin Lee
Zhong Lun Law Firm

Lincoln Chow
Commerzbank

Janet Li
Mercer

Howard Bilton
Sovereign Group

John Wong
PwC

Jaye Chiu
EFG Bank

Alika Sarwar
K2 Leaders
Key voting poll results

The Hubbis Asian Wealth Management Forum 2018 event in Hong Kong on February 27th provided fascinating and thought-provoking discussions and talks for the assembled delegates. As usual we also polled the attendees and mined out the following nuggets.

- Robo and AI narrowly beat the regulators and Fintech as the biggest disrupter in wealth management today
- 48% of the audience believe that the most important mega-trend in the world today is Silver Tsunami, with millennials receiving 29% of the vote and female empowerment receiving 16%
- Half of our audience believe that EM Equities will be the most profitable investment for 2018
- POTUS is viewed as having the most impact on the world with 72% of the vote
- 80% stated that wealth management HAS changed in the last 10 years and 90% of the audience believe that Hong Kong is becoming less relevant as a gateway to China’s wealth
- 71% of the audience believe that future AUM growth in wealth management in Hong Kong is destined to go to Chinese banks
- China has the best technology in wealth management according to our voters
- Only 36% believe that international private banks will be able to build a successful and profitable onshore platform in China
- Our audience agree that offshore jurisdictions are going to less relevant and popular going forward, with the next generation much more willing to embrace transparency
- 67% agree that the structures clients had used in the past are now obsolete
- Over two thirds of our audience get confused when confronted with all the challenges around CRS, FATCA and transparency
- 67% of our audience are hoping that investment funds and products sold in Asia will one day be sold in a very transparent way
- Being responsive to queries was voted the best way to add value to your distribution partners
Asian Wealth Management Forum 2019

Tuesday 26th February