

# VIETNAM WEALTH MANAGEMENT FORUM 2023

8.20am Registration

8.45am Welcome Address

Michael Stanhope  
Founder & Chief Executive Officer  
Hubbis

8.50am Panel Discussion

Private Wealth Markets in Asia – and how can they engage Vietnamese clients?

- What are the key trends taking place in private wealth management globally and particularly in Asia, and where are the biggest challenges and opportunities?
- What growth potential lies ahead, and where are the key opportunities for the foreseeable future? What are your key priorities over the next 12-months?
- What's your view on Vietnam and the opportunity it represents to you?
- What are the challenges?
- How can foreign private wealth managers partner with local firms?

Chair

Zac Lucas  
Partner – International Private Wealth  
Spencer West LLP

Speaker

Philipp Piaz  
Partner  
Finaport

Evrard Bordier  
CEO and Managing Partner  
Bordier & Cie

Reuben van Dijk  
Director  
Melbourne Capital Group

Woon Hum Tan  
Partner, Head of Trust, Asset & Wealth Management Practice  
Shook Lin & Bok

9.20am Presentation  
Wealth as a Service: Looking beyond the “Crazy Rich Asians”

Abhi Saxena  
Associate Partner  
Synpulse

Global wealth managers are heavily investing with a laser focus on capturing the growing HNWI population in Asia's emerging markets. The local universal banks are revamping their client segments to provide tailored advisory services to the wealthy. But are the resources

being allocated towards the correct target client base? Are we missing the accelerated growth of a particular wealth segment which will overshadow the HNW wealth base in the near future? Let's look beyond Asia's crazy rich and understand how WMs are gearing up with innovative wealth operating models to capture, service and retain this underserved population.

9.30am

Panel Discussion

Digital Transformation – Getting it Right

- What are the key priorities in terms of boosting internal and operational efficiencies and achieving cost savings?
- What are the key digital solutions that will help deliver greater client centricity, personalisation and client satisfaction?
- How can digital tools and solutions help incumbents stay ahead of the pack in an increasingly competitive wealth management market?
- What are some of the advantages or possibly drawbacks of digital investment platforms?
- How does technology help the wealth market to curate and then deliver advice more effectively?
- It's a young and digitally savvy population – but older people have the majority of wealth. So how is the opportunity evolving?
- How do you use technology today?
- How do wealth managers make the right decisions, firstly on what areas to focus on, and then which solutions to adopt and which technology partners to work with?

Chair

Abhi Saxena  
Associate Partner  
Synpulse

Speaker

Mukesh Pilania  
Head of Retail Digital Banking  
Techcombank

Gaurav Srivastava  
Head of Private, Affluent, Mass-affluent Banking & Wealth Management  
VPBank

Brook Taylor  
Chief Executive Officer - Asset Management  
VinaCapital

Mathieu Cambou  
Chief Product Officer  
Evooq

Peter Bui  
Chief Digital and Transformation Officer  
SSI Securities

10.00am

Presentation

Strengthening customer lifetime value in wealth management

Kamolchanok Dhilokratatasakul  
Business Development Manager  
Comarch

- Importance of customer lifecycle and the main milestones
- Elements of customer lifetime value
- Tools and ideas to strengthen customer lifetime value

10.15am

Head - to - Head Q & A

Grzegorz Prosowicz  
Head of Consulting and Product Management  
Comarch Capital Markets

- How are wealth managers in Vietnam enhancing their digital capabilities?
- What are some of the trends we are likely to see in the Post-covid world?
- How does Comarch help with the process of digital transformation?

10.25am

Presentation

Re-imagining the Wealth Management Journey: How advisors play a key role

Mathieu Cambou  
Chief Product Officer  
Evooq

- What makes a good wealth management journey and why is it important?
- What are the preferences of Asian Wealth Management clients?
- How do we simplify the wealth journey and empower the advisors at the same time?

10.40am

Presentation

Strategies to pursue the wealth opportunity in Vietnam

Vibhooti Chaturvedi  
Regional Director, Head of South Asia  
Avaloq

- Explore how wealth management firms in Vietnam need to prioritize client-centric approaches by aligning their services with evolving client priorities and emphasizing personalized financial strategies
- Discuss the role of cutting-edge technologies, such analytics and digital platforms, enabling firms to enhance client experiences, streamline operations, and provide more accessible services
- Explore the evolving economic landscape in Vietnam and the need for wealth management firms to adjust to new economic models, take advantage of opportunities in growing areas, and handle regulatory changes to succeed in the Vietnamese wealth management industry

10.55am

Presentation

Citizenship and Residency – Opportunities and Trends for the year ahead

Jacky Poh  
Deputy Head Southeast Asia  
Henley & Partners

- Alternative residences or citizenships in times of Political Uncertainty
- Domicile diversification – a new asset class
- An Introduction to Henley & Partners Education Service

11.10am Refreshment & Networking

11.40am Presentation  
AI Technology and Wealth Management

Dat Tong  
Senior Market Strategist  
Exness

- How will AI transform wealth management?
- Problems in Wealth Management
- How can AI help?

11.55am Panel Discussion

What are the Investment expectations of wealthy Vietnamese clients?

- What are the trends and developments in the local fund management market?
- Cash rates have been very compelling (until recently) – how do we create more sustainable interest in mutual funds and other options?
- What are the trends and developments in the international markets?
- To what extent can Vietnamese HNW clients invest in offshore international markets? What are the issues, regulations, procedures, and limits?
- What are the distinct financial needs and aspirations that drive their investment decisions?
- One primary reason HNW clients invest internationally is to diversify their portfolios? How can local clients diversify their portfolios?
- To what extent are any of the following a concern? Currency Risk, Tax Implications, Developments in the Regulatory Environment, Geopolitical Risks, Economic Factors?
- What trends do we see with young Vietnamese?

Chair

Michael Stanhope  
Founder & Chief Executive Officer  
Hubbis

Speaker

Rainer Michael Preiss  
Partner & Portfolio Strategist  
Das Family Office

Damian Bunce  
Chief Customer Officer  
Exness

Eric Levinson  
Deputy Managing Director, Head of Business Development  
VinaCapital

12.25pm Presentation

Mike Nguyen  
Investment Director  
VinaCapital

- Strong economic growth to support corporate earnings growth
- Attractive valuation and alpha opportunities for active investors
- EM upgrade a medium term catalyst

12.40pm

Panel Discussion

The Evolution of Wealth Management in Vietnam

- How is the asset & private wealth management industry evolving?
- How should banks be regulated?
- What are the challenges to further growth?
- How can we move clients from cash into new products? What's the role of the regulator and industry in this process?
- How is the investment proposition developing? How can we add more depth and sophistication?
- It appears that new funds get approved – but do we need a more progressive way to approve distributors of funds?
- How has the mutual funds industry developed and what's next?
- Fees, profitability, cost – what's the right business model?
- How can you structure a local private bank, so you offer value to clients beyond investments?

Chair

Eric Levinson  
Deputy Managing Director, Head of Business Development  
VinaCapital

Speaker

Pramoth Rajendran  
Head of Wealth and Personal Banking  
HSBC Bank

Gaurav Srivastava  
Head of Private, Affluent, Mass-affluent Banking & Wealth Management  
VPBank

1.10pm

Lunch & Networking

2.00pm

Panel Discussion

The Client Journey - from business wealth to financial wealth

Wealth management is a profession aimed at improving the lives of wealthy people. Although becoming wealthy is an ambition for many people on this planet, it is important to realise that wealthy individuals and families are faced with a multitude of challenges for which they – and often – require professional advice for the following reasons:

- They are scared to lose their wealth or to miss 'obvious' opportunities.
- They don't know whether or when they have enough wealth.
- They struggle with wealth and business succession matters.

- They have security concerns and seek some level of confidentiality.
- They don't know how to communicate effectively about their wealth with their children.
- They anticipate or are going through a divorce.
- They fear a diminishing mental capacity (e.g. Alzheimer's) and the impact of such illness on the management of their wealth.
- They want to leave an impactful imprint (= legacy), but are not sure where to start.

Our panel of experts will address the following questions in depth:

- Typically, how do clients become wealthy? And when do they transition from business wealth to investment wealth?
- What are the 'real' challenges that UHNW clients face today?
- Many have made money in their business, and they want to know how to preserve it for future generations. How do they achieve this?
- What is wealth planning and structuring? What are the trends?
- How much money has yet to pass to the next generation in Asia? What are the issues?
- What is family governance / corporate governance – and why does it matter?
- Why do families become multi-jurisdictional? Why do families hold family wealth in places like Singapore or Hong Kong?
- Philanthropy and giving – what does this mean in reality?
- Residency and Citizenship – how does this factor into the equation?
- What is the current and future role of regional wealth management hubs like Hong Kong and Singapore?
- What is a Family Office? Is it necessary? And where and how do you set one up?

Chair

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Woon Hum Tan  
Partner, Head of Trust, Asset & Wealth Management Practice  
Shook Lin & Bok

Zac Lucas  
Partner – International Private Wealth  
Spencer West LLP

Jacky Poh  
Deputy Head Southeast Asia  
Henley & Partners

Reuben van Dijk  
Director  
Melbourne Capital Group

2.40pm

Panel Discussion

The Private Client Adviser Journey

What are you trying to achieve by becoming a wealth manager? What are the problems you are trying to solve for a client? How can you become a client-centric wealth adviser? And build the knowledge and experience to truly help your clients and address the many challenges and concerns they have? In this panel we will discuss the essence of needs-based, client-centric wealth management. Focussing on increasing your awareness at various levels:

- Awareness of the value we can add in the areas that require technical competence.
- Awareness of the evolution of the wealth management industry.

- Awareness of what it means to be a client-centric wealth manager.

The panel of esteemed experts will address the following important questions:

Being a successful private wealth adviser, especially when dealing with UHNW (Ultra High Net Worth) clients, requires a combination of technical skills, interpersonal skills, and certain character traits. We can discuss some of the following on the panel:

- Technical Skills – including Financial Acumen, Estate Planning, Tax Knowledge, Risk Management, Legal Insight, International Finance and Portfolio Management.
- Interpersonal Skills – including Relationship Building, Communication Skills, Discretion and Confidentiality, Negotiation Skills and Networking: Building.
- Character Traits – including Integrity, Detail Oriented, Proactive Thinking, Adaptability, Continuous Learning, Patience and Cultural Awareness.

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Finaport

Zac Lucas  
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Spencer West LLP

Eric Levinson  
Deputy Managing Director, Head of Business Development  
VinaCapital

Jamie Bubb-Sacklyn  
Chartered Financial Planner  
Melbourne Capital Group

3.20pm

Refreshment & Networking

3.40pm

Panel Discussion

Who are the different players? How do they work together to help the client?

- What is a Private Bank?
- What is a Fund Manager?
- What is an Independent Wealth Manager – like a Multi-Family Office (MFO) or External Asset Manager (EAM)?
- What is a Family Office? • What is an Independent Financial Adviser (IFA)?
- What does a private client lawyer and tax adviser do?
- How do we build the platform and get technology and processes right?
- What is a trust company and fiduciary services firm?
- How do we curate investment portfolios and manage risk?
- What are the different business models and how do the economics for each work?
- Who is licenced to deliver advice to whom?
- What is the importance of relevant accreditation learning and professional development?
- How does regulation and compliance effect the industry?

Chair

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Zac Lucas  
Partner – International Private Wealth  
Spencer West LLP

Eric Levinson  
Deputy Managing Director, Head of Business Development  
VinaCapital

Minh Nguyen  
Country Lead  
Allianz Partners

4.20pm

Panel Discussion

How can you build a successful Private Wealth Management Firm?

Many local banks are attempting to build a private bank. But how do you deal with your biggest clients? And create a proposition bespoke to them? And even though some banks and their key branches have some impressive cash deposits - How do you now move clients out of cash into new products?

Success in private wealth management hinges on the ability to marry the traditional values of trust, discretion, and personalized service with the agility to adapt to a rapidly changing financial landscape. Here are some critical elements we can discuss with our panel of experts:

- **Trust and Reputation:** Perhaps the most crucial element in private banking is the trust between the bank and its clients. High-net-worth individuals prioritize discretion, integrity, and trustworthiness. A solid reputation can take years to build and seconds to ruin.
- **Personalised Service:** Clients expect tailored solutions that cater to their specific needs. Relationship managers or private bankers must deeply understand the needs, preferences, and objectives of each client to offer relevant advice.
- **Expertise:** The financial needs of wealthy clients can be intricate. Banks need to have a team of experts who are proficient in various financial instruments, from simple bank products to complex investment and tax structures.
- **Innovative Solutions:** As financial markets evolve, so do the tools and instruments available. A successful private bank must be at the forefront of innovation, offering its clients new opportunities to grow, protect, and pass on their wealth.
- **Robust Digital Platform:** While the human touch is essential in private banking, a seamless and secure digital platform can enhance customer experience, especially in an increasingly digital world.
- **Risk Management:** Safeguarding the wealth of high-net-worth individuals is paramount. Effective risk management practices, both in investment strategies and operational aspects, are fundamental.
- **Regulatory Compliance:** Given the heightened scrutiny on financial transactions, especially those involving substantial amounts, staying compliant with ever-evolving regulations is essential. Failure to do so can result in significant penalties and loss of reputation.



- **Diversified Services Offering:** Beyond investment advice, wealthy clients might require estate planning, tax consultancy, philanthropic advice, real estate management, and other services. Banks that offer a holistic approach are often more appealing.
- **Continuous Learning and Professional Development:** The financial landscape is continuously evolving, and so are the needs of clients. Regular training and development programs for staff ensure that they remain knowledgeable and competitive.
- **Transparency:** Hidden fees or complex fee structures can erode trust. Clear, transparent policies around pricing, services, and potential conflicts of interest are crucial.
- **Networking Opportunities:** Some private banking clients value the chance to network with their peers, be it for business, investments, or philanthropy. Organizing events or providing platforms for such networking can add value.

Chair

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Speaker

Evrard Bordier  
 CEO and Managing Partner  
 Bordier & Cie

Reuben van Dijk  
 Director  
 Melbourne Capital Group

Philipp Piaż  
 Partner  
 Finaport

5.00pm

Forum Ends