PI ETA CONSULTING COMPANY

SEMINAR CODE: PWM01

NEW

Wealth Management

Highlights

- Understand Economic Trends so as to be able to identify investment opportunities
- Obtain an insight into how one can cherry-pick investment products
- Be introduced to investment related strategies so as to be able to satisfy Investors' requirements
- Be guided through the investment process

Seminar Facilitators

Mr. Patrick C. S. Chong,
B.A. (Econ.), M.Sc. (App. Econ.), A.C.C.A., CPA, CFA

Dr. Jeffrey C. K. Lim, Ph.D., C.Sci., C.Math., FIMA, FRM, PRM, B.Fel.

Seminar Duration
2 Days, 9:00am to 5:00pm

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Seminar Background

With the significant shift of "hot-money" into the Asian region, the need for a comprehensive understanding of the potential investment opportunities and risks in the field of wealth management has never been greater. This Seminar provides a comprehensive coverage of the key technical competencies for practitioners to effectively carry out the wealth management process.

The key focus is on the practical aspects of wealth management emphasizing an understanding of investment products and investment related strategies.

Seminar Content

- **Introduction and Overview of Market Trends and Their Implications on Assets' Performance**
  - The current interest rate climate
  - Leading Economic Indicators
  - Flow of "hot-money"
- **Understanding the Characteristics of Various Asset Classes**
  - Equities
  - Fixed Income
  - Money Market Instruments
  - Alternative Investments – Hedge Funds
- **Introduction to the Latest Structured Investment Products**
  - Equity-Linked Notes
  - Index-Linked Notes
  - Dual Currency Deposits
  - Other Structured Products
- **Importance of Economic and Industry Analytics: Be Introduced to the Selection Process of Different Financial Assets**
- **Understand and Be Able to Analyse Personal Financial Objectives: To Identify The Investment Needs, Objectives, Investors' Level of Risk Tolerance and the Hot Buttons**
  - Understanding The Client (UTC) Process – Understanding the Client's liability structure
  - Static Approach: Gap Analysis
  - Dynamic Approach: Return Driven
- **Personal Financing Engineering – The Portfolio Construction and Asset Allocation Process**
  - Portfolio Optimization Analysis to develop the Asset Allocation Strategies
  - Rebalancing

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Benefits of Attendance

This seminar aims to equip financial practitioners with the knowledge to effectively carry out the investment planning process. It also presents the core areas of investment planning and the requirements in each of these core areas. At the end of the seminar, participants will be able to take away a set of skills that will enable them to identify new market opportunities, improve their customer relationships, enhance customer retention and effectively represent more of their Company's products and services.

Who should attend?

Financial Advisers and Insurance Practitioners.

Seminar Facilitators

Mr. Patrick C. S. Chong is a Business Domain Expert Facilitator with PI ETA Consulting Company. He is also currently an Investment Manager at Great Eastern Life Assurance, Singapore.

An Economist and Accountant by training, Patrick earned his Bachelor of Arts degree majoring in Economics and his Master of Science degree specializing in Applied Economics from the National University of Singapore, Singapore. He is also a member of the Association of Chartered Certified Accountants, which is based in the United Kingdom.

Patrick started his career as an Auditor with Arthur Anderson, and has since moved on to Great Eastern Life Assurance, Singapore where he is assisting in the management of its Investment & Risk Management activities. He also provides In-House training for GE planners & OCBC PFCs.

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Dr. Jeffrey C. K. Lim, certified Financial Risk Manager (FRM[1]) and certified Professional Risk Manager (PRM[2]), is currently the Managing Director of PI ETA Consulting Company, a Treasury & Financial Risk Management Consulting Company.

A Chartered Scientist (C.Sci.[3]), a Chartered Mathematician (C.Math.[4]) and an elected Fellow of the Institute of Mathematics and Its Applications (IMA), U.K. (FIMA), Jeff earned his Ph.D. in Stochastic Financial Modeling from the University of Cambridge in England. Jeff's research interest at Cambridge was in the area of Arbitrage Opportunities occurring in the Mispricing of Financial Options, and his original research culminated in the publication of his doctoral dissertation entitled: "Multi-period Mean-Variance Option Portfolio Strategies".

Jeff was an authorized Securities & Financial Derivatives Representative in London, having been certified by The Securities and Futures Authority (SFA) in England, where he started his career as a Derivatives Analyst with Nomura International in London, England. He subsequently joined NatWest Markets from London, England to become its Head of Currency Structured Products for South and South-East Asia. Jeff then moved to American Express Bank to become its Director of Structured Products, prior to assuming his current position.

Jeff has also contributed to the development and enhancement of talent and infrastructure for Singapore's financial center as a guest Professor at the National University of Singapore's Center for Financial Engineering, where he was responsible for the curriculum of its Master of Science degree program's core modules in Financial Derivatives and Treasury Management. In addition, Jeff has also been invited by the Nanyang Technological University and the Singapore Management University to share his expertise in a similar capacity. In recognition of Jeff's expertise and experience in the field of Treasury and Financial Risk Management, the University of New South Wales Asia appointed Jeff to be its first Adjunct Professor with the university's Division of Business and Humanities.

At PI ETA Consulting Company, Jeff was Principal Inventor in two of the Patents that the company currently holds – one in Treasury & Financial Risk Management Systems, and the other in Knowledge Management Systems.

Professionally, Jeff is a Fellow of both The Global Association of Risk Professionals (GARP), U.S.A. and The Professional Risk Managers International Association (PRMIA), U.S.A. He is also a Fellow of the Cambridge Philosophical Society, U.K. and a Life-time Member of The Cambridge Society, U.K. Jeff is also honoured to be a Fellow of The Cambridge Commonwealth Society, U.K., having been previously awarded the Cambridge Commonwealth Trust and the Shell Group of Companies Doctoral Research Scholarship.

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1 The *Financial Risk Manager* (FRM) designation is awarded by The Global Association of Risk Professionals (GARP), U.S.A.

2 The *Professional Risk Manager* (PRM) designation is awarded by The Professional Risk Managers International Association (PRMIA), U.S.A.

3 The *Chartered Scientist* (C.Sci.) designation is awarded by The Science Council, U.K.

4 The *Chartered Mathematician* (C.Math.) designation is awarded by The Institute of Mathematics and Its Applications (IMA), U.K.

As a special recognition of Jeff's professional achievements, on 9 April 1999, Barons Who's Who conferred Jeff with the Barons Fellowship status, making him a Barons Fellow (B.Fel.). This award by their Charter, is limited to only the top 10% of those selected for publication in Barons Who's Who International.