

Structured Products magazine proudly presents its seventh annual

Structured products

ASIA

To register:

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5 September 2011, Four Seasons Hotel, Hong Kong



Yield optimisation within a controlled risk framework

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Exclusive features for our 2011 programme:

- ❖ In depth discussions on new market developments and regulations of structured products
- ❖ Holy grail of innovative investments and alternative assets
- ❖ Special address on structures and underlyings for different scenarios
- ❖ Over 20 thought-provoking speakers from Asia and all around the world
- ❖ An exclusive roundtable on emerging markets



Dear Colleague,

The implementation of new regulations on structured products across Asia, notably in Hong Kong and Taiwan, has finally removed two years of uncertainty and provided product providers, distributors and investors with a clear signal of the new framework to operate within. With certainty comes confidence, although the laws will need a few months in practice before they are bedded down and understood by all.

Finalising the new regulatory regimes in Asia's main structured products markets should allow a return to increased use of these investments, especially in such a low yield environment.

Given the current environment of tighter credit conditions, elevated volatility and the aftermath of the Lehman Brothers' bankruptcy, the demand for investor protection, transparent products and regulatory measures has taken a significant leap. How will the recent regulatory clampdown affect both investors and banks? This year's Structured Products Asia summit will discuss these pressing issues faced by Asia's structured products manufacturers and distributors.

To address how investors and issuers are meeting the challenges of balancing risk and returns and ensuring investor protection, this year's programme features:

- Alice Law from the Securities & Exchange Commission Hong Kong discussing regulations and the latest new market developments
- In-depth discussions on new market developments and regulations
- Streams exclusively on innovative investments and alternative assets, ETFs and private wealth management
- An international address on what can be learnt from the US financial markets

Taking place in the Four Seasons Hotel in Hong Kong, this year's Structured Products Asia summit will provide an opportunity for Asian investors to stay abreast of the most pressing issues, learn from structured products leaders around the globe, as well as network with market leaders from regional and international banks, asset managers, wealth management firms, regulatory bodies and technology vendors.

I look forward to welcoming you in September.



"Thanks for organising the event! I am happy to see that now many people are talking about the future development/trends/outlook of structured products/investment in China's market."

- UOB Group

"Another year of success. Very informative sessions and comprehensive coverage. Keep up the good work!"

- J.P. Morgan Asset Management



Structured Products magazine is delighted to announce the seventh annual Structured Products Asia Awards, recognising excellence and innovation in the manufacture and distribution of derivatives-based investment products across Asia.

The awards presentations will be presented at a dinner on the evening of **5 September** in the Four Seasons Hotel in Hong Kong.

Separate registration required - please see booking form for details



Structured Products Asia 2011 proudly presents:

Regulatory address:

Alice Law
 Senior Director of Policy
 China and Investment Products
 SECURITIES & FUTURES COMMISSION
 HONG KONG



Special address:

Eric Greschner
 Founding Partner
 Regatta Research & Money Management



Case Study:

Zhen Liu
 Managing Director
 E Fund Management



Other leading speakers include:

Angel Wu
 Regional Head of Products & Solutions Asia
 ABN AMRO Private Banking



Amit Agarwal
 Managing Director, Fixed Income Strategy, Asia Pacific
 Barclays Capital



Jeslie Chui (Prof. J)
 Managing Director
 Stand Rich Asset Management



Daniel P.M. Jim
 Managing Director
 Tripod Management



Andrew Malcolm
 Head of Capital Markets – Asia, Partner
 Linklaters Hong Kong



Kevin Liem
 Chief Information Officer
 TTG Wealth Management



Devansh Patel
 Managing Director, Head of EFS Structuring, Asia Pacific
 Barclays Capital



Anthony Chan
 Head of Private Banking Advisory
 Harris Fraser Group



Shankar Panchadcharam
 Head of Investments
 United Overseas Bank



Richard Harris
 Chief Executive
 Quam Asset Management



Ralph van Put
 Adjunct Professor, Faculty of Business Administration
 Department of Finance, Chinese University of Hong Kong



Timothy Lo
 Managing Director
 CIC Investor Services



Wendy Yuen
 Senior Executive Vice President & Deputy Head of Commercial Banking
 Hang Seng Bank



For the latest confirmed speakers and bios visit: risk.net/structured-products/asia

Who should attend?

This conference is designed for individuals who are involved in any of the following capacities:

- ❖ Retail product distributors/advisors
- ❖ Private bankers and wealth managers
- ❖ Structured product advisors
- ❖ Asset and fund managers
- ❖ Pension/insurance professionals
- ❖ Risk managers
- ❖ Asset valuation and quantitative analysts
- ❖ Family office advisors
- ❖ Product structurers
- ❖ Corporate treasurers
- ❖ Structured product marketers
- ❖ Exchanges, index, data and technology providers

What's in it for you?

- ❖ An intensive one-day two-stream programme addressing all the pressing issues faced by product issuers and developers in Asia
- ❖ A keynote address by Alice Law from Securities Futures Commission Hong Kong on new market developments and investor protection regulations
- ❖ A stream that will take you through the phenomenal growth in the use of structured products in alternative investments and how to achieve transparency, enhance portfolios and avoid risks
- ❖ A case study by Eric Greschner from Regatta Research & Money Management on structures and underlyings for different scenarios with a special feature on the US market
- ❖ An exclusive roundtable on where the emerging markets fit within the global investment landscape

Monday 5 September, 2011

8.00	Morning registration	
8.55	Welcome remarks: Richard Jory , Editor, Structured Products Magazine	
9.00	Regulatory address: Market development and regulation of structured products Alice Law , Senior Director, Policy, China & Investment Products, Securities & Futures Commission	
9.30	<p>Panel discussion: Investment options for steady growth and volatility</p> <ul style="list-style-type: none"> ❖ How is the current economic environment influencing the growth of structured products? ❖ Rebranding strategies: What are the concerns in creating market awareness and restoring investors' confidence? ❖ What are the major drivers of 'investing safely' in structured products? ❖ Do investors have the resources in ensuring liquidity in their risk management and contingency plans? ❖ With the current changes in the regulatory landscape, how can investors align their distribution strategically? <p><i>Moderator: Amit Agarwal</i>, Managing Director, Fixed Income Strategy, Asia Pacific, Barclays Capital <i>Panellists:</i> Angel Wu, Regional Head of Products & Solutions Asia, ABN AMRO Private Banking Andrew Malcolm, Head of Capital Markets – Asia, Partner, Linklaters Hong Kong Ralph van Put, Adjunct Professor Department of Finance, Chinese University of Hong Kong (CEO, True Partner Holding)</p>	
10.15	<p>Presentation: Pricing and creation of structured products</p> <ul style="list-style-type: none"> ❖ What are the new considerations for risk analysis and pricing of structured products? ❖ Changing product fee structures: How would it impact the business model of investment advisory? ❖ How can market players affect the demand for pricing and transparency? 	
10.45	<p>Presentation: Equity strategies in inflationary environments</p> <ul style="list-style-type: none"> ❖ With investors facing a host of unknowns, how would inflation impact investors? ❖ Asset class: Which asset classes serves as the best inflation hedge? ❖ What are the key considerations taken in account when creating equity inflation-linked strategies? ❖ What is the latest development of these strategies in Asia? <p>Devansh Patel, Managing Director, Head of EFS Structuring, Asia Pacific, Barclays Capital</p>	
11.15	Morning break	
	<p><i>Stream 1 – Exploring alternative underlyings</i> Chairman Joanne Murphy, Senior Advisor for Asia, CAIA Association</p>	<p><i>Stream 2 - New trends in ETFs</i> Chairman Richard Jory, Editor, Structured Products</p>
11.45	<p>Presentation: Liquidity vs. risk: Raising the performance of a portfolio with high potential returns</p> <ul style="list-style-type: none"> ❖ Looking under the hood: What are the key elements of a risk management framework? ❖ Is liquidity 'king': How to optimise the risk-return ratio of portfolios by understanding the effect of volatility on liquidity ❖ How to strike a balance between innovation and transparency? 	<p>Presentation: Active vs. passive management: Exploring the costs and benefits of two alternative investment approaches</p> <ul style="list-style-type: none"> ❖ How has the boom in the ETF market affected the practical application of active vs. passive management? ❖ Investors encounter different opportunities and challenges at different times: How should investors determine which investment management method is best for them? ❖ What are the considerations taken when balancing and leveraging both active and passive management to achieve investment objectives? ❖ Which one produces the best results? <p>Richard Harris, CEO, Quam Asset Management</p>
12.15	<p>Presentation: Hedge fund exposure through UCITS compliant funds</p> <ul style="list-style-type: none"> ❖ Exploring the hedge fund universe: What are new market inefficiencies and its solutions? ❖ Why should funds adopt UCITS? ❖ Case studies <p>Presentation by Deutsche Bank</p>	<p>Case study: Comparing and contrasting the role of ETFs in hedging and diversification of portfolios</p> <ul style="list-style-type: none"> ❖ How can ETFs be used to increase allocations to alternative investments? ❖ Asset class: How to choose the right ETF in each asset class? ❖ What are the different investment instruments to balancing a portfolio efficiently and risk-effectively? ❖ What are the measures of adding value in the portfolio building process that will add alpha to investors? ❖ Enhancing international diversification: What are the concerns in constructing a portfolio that will give global coverage across asset classes? <p>Zhen Liu, Managing Director, E Fund Management</p>

Monday 5 September, 2011 *(continued)*

12.45	Lunch	
	<i>Stream 1 – Exploring alternative underlyings (cont)</i>	<i>Stream 2 - New trends in insurance products</i>
13.45	<p>Presentation: FX structured products: How is the composition of currency changing?</p> <ul style="list-style-type: none"> ❖ What are the drivers of FX structured products created by the current financial environment? ❖ Managing currency risk and enhancing portfolio returns: What are some of the FX hedging strategies for high yield? ❖ New regulatory changes: How has technology added value to FX structured products? 	<p>Presentation: The resurgence of insurance-linked structured products</p> <ul style="list-style-type: none"> ❖ What are the major drivers of insurance-linked products across the Asia Pacific? ❖ Do investors have the resources they need to meet the new challenges they face? ❖ Managing a portfolio of insurance-linked securities: What are the mechanics of risk measurements and diversification?
14.15	<p>Panel discussion: Capturing the Asian demand wave through commodity-linked products</p> <ul style="list-style-type: none"> ❖ Is there an appetite for commodity-linked products? What are the hot underlyings for 2012? ❖ How can investors identify which commodity to invest in? ❖ With inflation rising, how can commodities structured products help combat inflation risks? ❖ How relevant are the traditional US-based commodity markets to Asian investors? <p><i>Moderator: Jeslie Chui (Prof. J), Managing Director, Stand Rich Asset Management</i></p> <p><i>Panellists:</i> Eric Greschner, Founding Partner, Regatta Research & Money Management Joanne Murphy, Senior Advisor for Asia, CAIA Association</p>	<p>Panel discussion: The use of structured products in private wealth management</p> <ul style="list-style-type: none"> ❖ Future of structured products among HNWI's: What are the risk and opportunities? What are HNWI's sentiments for structured products? ❖ To what extent is the role of structured products in strengthening the weight of alternative investments in portfolios? ❖ How can HNWI's enhance their international diversification with structured products? <p><i>Moderator: Timothy Lo, Managing Director, CIC Investor Services</i></p> <p><i>Panellists:</i> Shankar Panchadcharam, Head of Investments, United Overseas Bank Anthony Chan, Head of Private Banking Advisory, Harris Fraser Group Kevin Liem, Chief Information Officer, TTG Wealth Management</p>
15.00	Afternoon break	
15.30	<p>Special address: Peering into the crystal ball: This decade's coming investment themes and the structured products that can profit from them</p> <p>Eric Greschner, Founding Partner, Regatta Research & Money Management (National trainer for the U.S. Structured Products Association)</p>	
16.15	<p>Roundtable: Taking structured products to the world, raising the investment performance within emerging markets</p> <ul style="list-style-type: none"> ❖ New world of opportunities: What are the key elements to access exotic markets, asset classes and trading strategies? ❖ How can investors harness sector growth potential whilst managing market volatility? ❖ Where does the emerging market now fit within the global investment landscape? Has the credibility between developed and developing markets narrowed? ❖ With the recent low interest scenarios, what are the limitations and risks in structuring products? <p><i>Moderator: Richard Jory, Editor, Structured Products Magazine</i></p> <p><i>Panellists:</i> Wendy Yuen, Senior Executive Vice President & Deputy Head of Commercial Banking, Hang Seng Bank Daniel P.M. Jim, Managing Director, Tripod Management</p>	
17.00	Closing remarks	
17.10	End of conference	

