



Hong Kong Investment Funds Association

3rd Annual Conference

Tuesday, September 29, 2009

N101 (New Wing), Hong Kong Convention and Exhibition Centre

One Year after the Global Financial Turmoil - the Way Forward for the Fund Industry

This year's event highlights include:

- Outlook of the fund management industry
- Updates on the regulatory framework
- Changes in the regulatory landscape and the impact on operations and business
- The best way forward for investor education after the global financial turmoil
- A review of the MPF system and the wish list of the various stakeholder groups
- Latest trends in the Asian fund industry
- International financial centre – Hong Kong or Shanghai?



Endorsing Organizations



Office of the Commissioner of Insurance



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One Year after the Global Financial Turmoil – the Way Forward for the Fund Industry

Following the success of the annual conferences hosted since 2007, the Hong Kong Investment Funds Association ("HKIFA") will hold its third annual conference in September this year, at the Hong Kong Convention and Exhibition Centre.

The financial tsunami sent waves around the world at an unprecedented speed and magnitude. Its abrupt escalation has led to a deepening global economic downturn. Asset prices declined around the world and the landslide began in August 2007 with the subprime crisis spreading beyond Wall Street. The collapse of Lehman Brothers has not only had a domino effect on the global financial world, but also shattered the confidence of investors worldwide. This has had significant impact on the global financial industry, including both fund managers and regulatory bodies.

The world is looking to build a new financial order and regardless of the length and breadth of the downturn, it seems clear that global regulators plan to move forward with regulatory reforms aimed at enhancing regulatory oversight, risk disclosure and assessment, governing of selling procedures, and product advertising. The industry will need to respond to the new standards accordingly, all of which will have significant impact on day to day operations. How would these affect fund managers and distributors?

Increasing market volatility and the Lehman Brothers minibond saga have accentuated the need for investor education and risk assessment, and has prompted fund managers and distributors to revisit their business models. The rebuilding of investor confidence in retail investment products is more important than ever and enhancing investor education has become critical. What is the best way forward for investor education? What should be done to match the coming regulatory reforms? What is the way to rebuild investor confidence in fund products through investor education?

MPF covers 2 million employees in Hong Kong, so how do the various stakeholder groups (employer, employee, trade union, regulator, etc.) assess the MPF system? Since its launch in the year 2000, the MPF system has undergone several refinements and the pending implementation of employee choice may bring a significant change to the system. How can it be made a success? How can the system be further improved?

With the theme "One Year After the Global Financial Turmoil – the Way Forward for the Fund Industry", this year's conference looks at the outlook for the fund management industry and the issues mentioned above. The event will also look at the latest trends within the Asian fund industry. The dynamic group of leading speakers and panelists, from the different perspectives of regulators, fund managers, distributors, lawyers and the media, will have an in-depth discussion to flesh out the latest issues and highlight how the industry can gear up for the challenges and capitalize on the opportunities provided.

This half-day conference provides a platform for fund managers, distributors, trustees, lawyers, accountants and other related professionals to bounce ideas off each other for the best way forward for the industry. The conference also features a luncheon speech on the challenging question of whether Shanghai can rival Hong Kong as the premier international financial centre in the region.

WHO SHOULD ATTEND

- Asset Allocators
- CEOs, CFOs, CIOs
- Compliance Officers
- Custodians & Administrators
- Distributors
- Family Offices/Endowments/Foundations
- Finance Directors
- Financial Planners
- Fund Managers
- Institutional Sales
- Investment Advisors
- Investment Consultants
- Legal Practitioners
- Private Bankers
- Product Managers
- Regulators
- Trustees
- Wealth Managers



TIME	PROGRAMME
8:15 - 8:45	Registration
8:45 - 8:50	Welcoming Remarks Desmond Ng , Chairman, Hong Kong Investment Funds Association
8:50 - 9:15	Keynote Speech: One year after the global financial turmoil – review and outlook of the asset management regulation Martin Wheatley , Chief Executive Officer, Securities and Futures Commission
9:15 - 9:40	Keynote Speech: Enhancing Hong Kong's competitiveness as an International Financial Centre Au King-chi , Permanent Secretary for Financial Services & the Treasury (Financial Services), Financial Services & the Treasury Bureau, The Government of the HKSAR
9:40 - 10:30	Panel Discussion: Changes in the regulatory landscape - New Product Codes, Advertising Guidelines, Enhanced Risk Disclosures ~ What are the challenges brought by these changes? ~ How can these be improved and what are the benefits of the improvements? Moderator: Terry Pan , HKIFA Regulatory Subcommittee chairman Panel members: - Christina Choi , Director, Investment Products, Securities and Futures Commission - Cindy Fu , General Manager, Wealth Management, Standard Chartered Bank (Hong Kong) Limited - Susan Gordon , Partner, Financial Services, Deacons - Grace Ho , Head of Marketing, Asia, Schroder Investment Management (Hong Kong) Limited
10:30 - 10:45	Coffee Break
10:45 - 11:10	Presentation: Emerging or ready to fly? Plotting Asian fund industry developments on the map of global asset management Diana Mackay , Chief Executive Officer, Lipper FMI
11:10 - 12:00	Panel Discussion: The best way forward for investor education after the global financial turmoil - Are the investor education programs provided by various parties effective? - What should be done on investor education to match the upcoming reforms on the regulatory framework of retail investment products and the selling process? - How to rebuild investor confidence on fund products through investor education? Moderator: Katherine Cheung , HKIFA Unit Trust Subcommittee vice-chairman Panel members: - Andrew Fung , General Manager, Head of Treasury and Investment, Hang Seng Bank Limited - Ivy Lai , Director, External Relations, Securities and Futures Commission - Bonnie Lam , Director, Head of Wholesale Business, Asia-Pacific, HSBC Global Asset Management (Hong Kong) Limited - Margaret Ng , Veteran Media Professional - Raymond So , Associate Professor of Finance and Director of Master of Science Programme in Finance, The Chinese University of Hong Kong
12:00 - 13:00	Panel Discussion: A review of the MPF system and understand the wish list of the various stakeholder groups (employer, employee, media, trade union and regulator, etc) - How do the various stakeholder groups see the pending implementation of employee choice? How to make it a success? - How can the MPF system be further improved to cater for the needs of employers and employees? Moderator: Desmond Ng , HKIFA Pensions Subcommittee chairman Panel members: - Alex Fong , Chief Executive Officer, The Hong Kong General Chamber of Commerce - Ka Shi Lau , Chairman, Retirement Schemes Subcommittee, Hong Kong Trustees' Association Ltd - Darren McShane , Executive Director (Regulation and Policy), Mandatory Provident Fund Schemes Authority - Arthur Shek , Executive Director, Associate Publisher and Head of Research, Hong Kong Economic Times
13:00 - 14:15	Luncheon Talk: International Financial Centre - Hong Kong or Shanghai? Peter Wong , Chairman, The Hong Kong Association of Banks
14:15 - 14:20	Closing Remarks Terry Pan , Vice-Chairman, Hong Kong Investment Funds Association

* Please note that the programme and speakers are subject to change.

For enrollees who register on or after August 6, please note the following special arrangement for the luncheon session (i.e. 1:00 pm to 2:15 pm session):

Please note that you will be arranged to be seated in a room opposite to the main luncheon room for this session (Note 1). There will be live broadcast of the luncheon speech. The above seating arrangement is ONLY for the luncheon session and will NOT affect other sessions. If you have any questions, please do not hesitate to contact Barbara Law of Plus Concepts on 8203 6091 (email: hkifa@plus-concepts.com). We apologize for any inconvenience caused.






Note 1: The main luncheon room is already full house.

Registration Fee

Members of HKIFA / Endorsing Organizations / Staff of other Fund Associations	HK\$2,000 per person*
Standard Fee	HK\$2,800 per person*

*The fee includes the conference cost, lunch, refreshment and conference documentations.

Registration Methods

 Mail Suite 1203, SBI Centre 54 Des Voeux Road Central Central, Hong Kong	or	 Fax (852) 3905-7075	or	 Email hkifa@plus-concepts.com	or	 Online http://www.plus-concepts.com/hkifa
Enquiries:  (852) 8203-6091 or email to hkifa@plus-concepts.com						

Registration Form

- HKIFA member Non-HKIFA member
- Member of endorsing organizations
- Staff of other fund associations
- Mr. Ms. Mrs. Dr.

(Please Use BLOCK LETTERS)

Name: _____

Email: _____

Job Title: _____

Department: _____

Company/Organization: _____

Address: _____

Nature of Business: _____

Tel:() _____ Fax:() _____

Mobile: _____

Signature _____ Date _____

For statistical purposes:

- CPD hr - MPFA CPT hrs - SFC CPD hrs - Law Society of HK

Event Organizer

This event is organized by the Hong Kong Investment Funds Association ("HKIFA"). Plus Concepts has been appointed as the event manager of this Conference to collect payments and handle registrations. For more information, please contact Plus Concepts at (852) 8203-6091.

Accreditations

Securities & Futures Commission Hong Kong	4.5 CPT Hours*
Mandatory Provident Fund Schemes Authority	1 Core CPD Hour**
The Law Society of Hong Kong	5 CPD Points

*Subject to individual company's compliance approval.

**For the session: "A review of the MPF system and understand the wish list of the various stakeholder groups"

IIQAS CPD: This conference may be recognised as a qualified CPD activity for the IIQAS CPD Programme. Please refer to the home page of the event website for details.

Payment Methods

Registration is confirmed only upon receipt of full payment. Upon receipt of full payment, Plus Concepts will issue an email confirmation and an official receipt by post.

Payment can be made by

- (1) **Cheque:** Hong Kong bank cheque payable to
Hong Kong Investment Funds Association
Please include the participant's name on the back of the cheque, and mail it to:
Plus Concepts
Suite 1203, SBI Centre
54 Des Voeux Road Central
Central, Hong Kong

- (2) **By Bank Transfer into HKIFA account**
Name of Beneficiary: Hong Kong Investment Funds Association
Address: 1505 Tak Shing House, 20 Des Voeux Road Central, Hong Kong
Beneficiary Bank: HSBC (Address: 1 Queen's Road Central, Hong Kong)
Bank Code: 004
Account No.: 567-304720-001
SWIFT Code: HSBC HK HHH KH

Remarks: -Participant's name must be input on the bank transfer form as a reference
-All the bank charges for local and overseas should be paid by the participant

- (3) **Online Payment:** Only available through online registration
on website www.plus-concepts.com/hkifa

Other Information

Venue: N101 (New Wing), Hong Kong Convention and Exhibition Centre (Address: 1 Expo Drive, Wanchai, Hong Kong)

Substitutions: You may make substitution at any time before the conference. Please notify us as soon as possible. **Conference fees will not be refunded.**

Rescheduling: The conference will be cancelled if No. 8 typhoon signal or black rainstorm warning is hoisted on the event day. In the event of cancellation due to bad weather, the conference will be rescheduled. Conference fees will not be refunded.

Accommodation, Travel and Other Incidental Expenses: We are NOT responsible for covering accommodation, airfare, other travel or incidental costs incurred by registrations.

Bank Charges and Expenses: Any bank charges and/or expenses incurred as a result of bounced cheques and/or wire transfer will be borne by the participants.

Disclaimer: We reserve the right to alter the contents of this conference and/or the identity of the conference presenters due to circumstances beyond our control.

Incorrect Mailing Information: It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately and we hope you will pass the duplicated copies on to your colleagues. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our database accordingly.

Privacy: Personal data are gathered in accordance with the Personal Data (Privacy) Ordinance. The personal data collected from you may be used by HKIFA/Plus Concepts for statistical purposes. HKIFA/Plus Concepts will cease to use the personal data for any purpose if you request us to do so and accordingly the personal data will be erased and/or destroyed.

Passport & Visa: A visitor must, upon arrival in Hong Kong, present a valid travel document and visa (if a visa is required). For details, please visit the HKSAR government website: www.immd.gov.hk/ehhtml/hkvisas_4.htm. You may require a letter from the event host, detailing the nature and duration of your proposed stay in Hong Kong with your visa application. The letter is available on request from hkifa@plus-concepts.com.