



# ACCLAIM

RECOGNISING LEADERS ACROSS THE GLOBAL WEALTH MANAGEMENT INDUSTRY  
THROUGH THE *WealthBriefingAsia* AWARDS PROGRAMME

The Twelfth Annual  
*WealthBriefingAsia*  
& Greater China  
Awards 2024



June 2024

## Why Wealth Managers are the Ultimate Private Market Matchmakers

*(in partnership with Hywin Wealth & VP Bank)*

This report tackles both the supply and demand for private market opportunities in both the Asia-Pacific region and globally, a topic which will continue to be hugely important for the wealth management industry as H/UHNWs seek enhanced returns and diversification in a challenging investment environment and billions of “dry powder” await deployment.

## External Asset Managers in Asia - New Directions for Rapidly-Expanding Sector

*(in partnership with UBS)*

Our second annual report examining the growth of Asia’s EAM sector, covering both the powerhouses of Singapore and Hong Kong, and emerging markets like Thailand and the Philippines. This study looks at the growth prospects for independent advisors in the round as they seek to tap the region’s booming wealth and growing client acceptance of the EAM model.

## Family Office Focus: An Update of the Industry’s Efficiency in Accounting and Investment Analysis

*(in partnership with FundCount)*

A deep dive into the key technological and operational challenges facing family offices in their accounting and investment analysis activities. Based on surveys and interviews

among family offices managing over \$72 billion in assets, this is an invaluable benchmarking tool for the sector which presents fascinating insights into future developments from a range of industry experts.

## Applying Artificial Intelligence in Wealth Management - Compelling Use Cases Across the Client Life Cycle

*(in partnership with Finantix & EY)*

This comprehensive report identifies elements of the institution and advisor’s workloads that are ripe for AI amelioration, and points the way for firms seeking to maximise the competitive advantages offered by new technologies. AI experts and senior industry executives enrich each chapter, answering crucial questions on risk, KYC/AML, compliance, portfolio management and more.

## Decoding The Digital Landscape for UHNWIs

*(in partnership with Jersey Finance)*

This report explores the digitalisation of - and digital assets in - Jersey’s wealth management sector. It explores the shifting sands - both economic and regulatory - on which the digital sector rests.

## Winning Women in MENA

*(in partnership with First Abu Dhabi Bank)*

This ground breaking new research examines the growth of female

entrepreneurship in the region. More specifically it looks at how women are driving family office strategy as well as the relationship between MENA’s UHNW female clients and the wealth management industry.

## Technology & Operations Trends in Wealth Management 2023

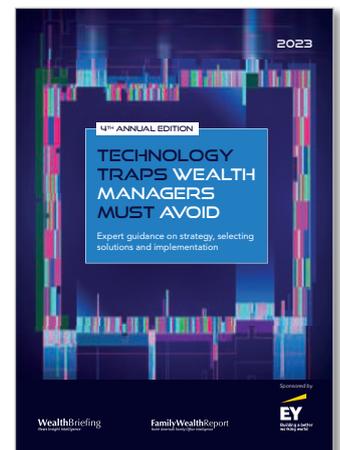
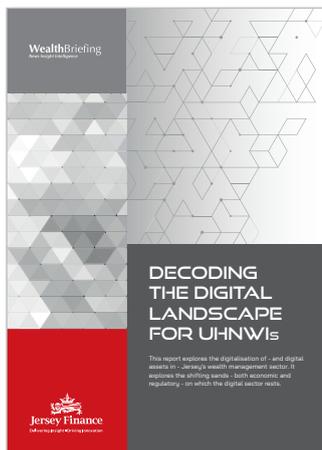
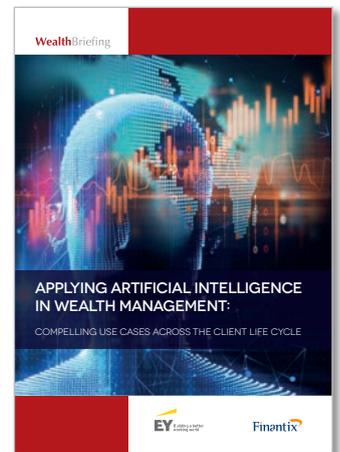
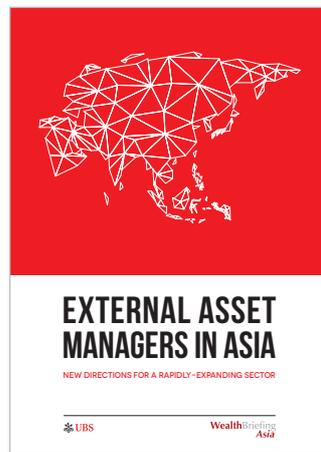
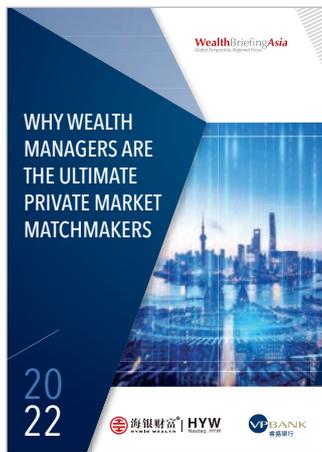
*(in partnership with SS&C Advent)*

This succinct yet wide-ranging report shines a light on both macro and micro trends, beginning with industry growth sentiment and ending on operating model evolution, taking in every key area of development in between. It brings together datapoints and candid comments senior executives at leading consultancies across the world’s major wealth markets to create an invaluable peer benchmarking tool.

## Technology Traps Wealth Managers Must Avoid 2023

*(in partnership with EY)*

With EY providing the overview, this report draws on the front-line experience of many of the technology sector’s biggest names, in recognition of the fact that they are the ones going in to solve wealth managers’ most pressing problems and have typically seen the ramifications of firms’ choices play out numerous times – not to mention in various contexts globally.





## Foreword

**TOM BURROUGHS**

Group Editor, *WealthBriefingAsia*

The annual *WealthBriefingAsia* Awards for Asia and Greater China, focus on the individuals, teams and firms that drive the sector forward today. Great changes are taking place, and the sector is working hard to keep pace. The awards recognise the qualities that have driven high standards of service and profitability. In uncertain times, and as now, wealth managers must be a measured voice, and focus on what clients must do to achieve their goals. That's easy to state – but hard to do. The winners in this programme have demonstrated what they are made of.

The awards cover a wide variety of categories. There is so much diversity of business models, product needs, jurisdictions, client segments and technical innovations. That's a lot to keep up with.

We salute the panel of judges for their time, diligence, and patience in looking through the entrants and coming up with the eventual winners. We thank all those who entered the awards, as well as the sponsors, and the organisers, for all the hard work involved.

This programme is also a brilliant way for firms and people to raise their marketing and business development profiles. Delivering this programme is therefore a great responsibility, and one that my colleagues take extremely seriously. It's also an enjoyable event – the awards ceremony, held at the wonderful Fullerton Hotel in Singapore, was a tremendous evening. People could connect with new friends and catch up with old ones.

As editor, I also know how valuable the awards have been for engaging with the industry and getting closer to its concerns.

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## OVERVIEW OF THE ASIAN WEALTH MANAGEMENT SECTOR

After the tough year of 2022, markets in 2023 regained ground, and this continued into 2024, although fortunes were mixed depending on the country. The Capgemini *World Wealth Report 2024* showed that the APAC market generated mixed returns: Japan's Nikkei index of stocks delivered a 28 per cent return in 2023. But in China, the Shanghai Composite fell almost 4 per cent. The MSCI APAC index posted 12 per cent growth in 2023, masking considerable variation.

Market performance affected HNW wealth and population sizes: the region's HNW individual segment rose 4.8 per cent in number last year and its total wealth rose 4.2 per cent.

India and Australia were standouts for growth in HNW wealth, up 12.4 per cent and 7.9 per cent, respectively. Populations of HNW people in India and Australia rose 12.2 per cent and 7.8 per cent, respectively. In Japan, wealth and population of HNW individuals rose 6.5 per cent and 6.4 per cent, respectively.

After the 2023 dramas of the UBS/Credit Suisse takeover, markets continue to digest changes to banking arrangements. Rival banks continue to strive to show what they can do. There's no complacency.

As noted last year, Singapore and Hong Kong, for example, are pushing to encourage family offices. Singapore is looking at updating its VCC regime to encourage single-family offices. The Asian city-state is also tightening rules on family offices. Compliance remains important – Singapore in 2024 noted that banks and other firms must be vigilant against money laundering.

Turning to technology, Asia is where it's at, it seems, in technology adoption. This explains why the technology categories in the Asian awards are so extensive. Legal, accounting and tax business also continue to evolve to help HNW clients navigate a patchwork of different jurisdictions' systems.

*Amritaanshu Agrawal*  
PRIVATE BANKER

# WHERE PASSION, PURPOSE AND PERFORMANCE UNITE

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# The Judging Panel

The WealthBriefingAsia & Greater China Awards 2024 programme was focused around three main category groupings: experts (individuals and teams), products and services for wealth managers and clients, and institutions of all sizes and types in the Asian & Greater China markets.

Independence, integrity and genuine insight are the watchwords of the judging process with the judging panels made up of some of the industry's top trusted advisors and bankers.



**PANOS ARCHONDAKIS**

Vice President, Global  
Head of Banking and  
Wealth Management  
**EPAM**



**DR. MARIO A. BASSI**

Senior Advisor  
**Private Wealth  
Management**



**BOBBY BOK**

Head of Sales & Business  
Development, Asia Pacific  
**Global Trading  
Network Group (GTN)**



**JARRAD BROWN**

Financial Planner  
**Global Financial  
Consultants**



**ARJAN DE BOER**

Head of Markets,  
Investments and  
Structuring Asia  
**Indosuez Wealth  
Management**



**GARY DUGAN**

CEO of The Global  
CIO Office  
**Purple Asset  
Management**



**PIERRE DUPONT**

Managing Partner  
**WIZE by TeamWork**



**ROLF GERBER**

Member of the Board  
of Directors  
**LGT Bank (Singapore)**



**RICHARD GRASBY**

Partner  
**Appleby (Hong Kong)**



**ELIZABETH HART**

CEO & Founder  
**Legacy Wealth Advisors**



**SUZANNE JOHNSTON**

Partner  
**Stephenson Harwood**



**DANNY JONES**

Founding Partner  
**Huddleston Jones**



**PROFESSOR  
FRANCIS KOH**

Professor Emeritus of  
Finance (Practice)  
**Singapore Management  
University**



**JASON LAI**

CEO, Asia for Wealth  
Management  
**Schroders Wealth  
Management Asia**



**PHILIPPE LEGRAND**

CEO  
**LCA Solutions**



**JACQUELINE LOH**

Director, Head of Private  
Wealth, Asia  
**Ogier Global**



**KYLIE LUO**

Executive Director  
- Leader, Asset & Wealth  
Management (Tax)  
**BDO**



**DENIS MILES-VINALL**

CEO  
**The Buckingham  
Academy Ltd**



WINNER: 360 ONE Wealth



WINNER: Avaloq



WINNER: Azqore SA



WINNER: Barclays Private Clients



WINNER: BDO

# The Judging Panel

A shortlist was identified from the hundreds of entries received for these awards and a discussion took place with the judges to agree the winner of each category. The judges were split into three groups, dependent on their industry; a panel of trusted advisors were responsible for judging the private banking categories; a panel of private bankers judges the trusted advisor categories; and new for this year we had a specialist group of tech experts judging the technology categories. This was to ensure that commercially sensitive information was kept confidential and conflicts of interest were avoided.



**MICHAEL OLESNICKY**  
*Special Advisor (Retired)*  
**Baker & McKenzie**



**IAN POLLOCK**  
*Senior Advisor*  
**STS Capital Partners**



**ANAND RADHAKRISHNAN**  
*Head of Digital Products*  
**Franklin Templeton Investments**



**STEVEN SEOW**  
*Executive Director*  
**Singapore Consultancy**



**NICOLAS ULVOAS**  
*Managing Director Asia*  
**Lynceus Partners**



**MADAME WANG DIAN**  
*CEO*  
**Hywin Wealth**



**SHAWN WANG**  
*Director, Head of Trust Services and Resident Manager*  
**Ocorian**



**BRUCE WEATHERILL**  
*Chief Executive*  
**Weatherill Consulting**



**DAVID WILSON**  
*APAC Wealth Management Lead*  
**Accenture**



**ANTON WONG**  
*Managing Director, Head of Taiwan Market*  
**BNP Paribas Wealth Management, Asia Pacific**



**RACHEL YAO**  
*Counsel*  
**Carey Olsen**





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海銀國際

HYWIN INTERNATIONAL



Wealth Briefing Asia GREATER CHINA  
AWARDS 2024

WINNER

Best Wealth Manager of Greater China

Hywin International (Hong Kong)

Aaron Sung

Managing Director, Hywin International  
Vice Chair, Hong Kong Limited Partnership  
Fund Association

Yanyi Seipelt

Managing Director, Hywin International  
Managing Partner, Hywin Wealth Fiduciary Services

THE PARTNER OF ASIA'S LEADING FAMILIES



HONG KONG LPF  
ASSOCIATION  
VICE CHAIR



HONG KONG LPF  
ASSOCIATION  
BEST PROVIDER OF  
FAMILY OFFICE SERVICES



中國家族辦公室  
研究院(香港)  
CHINA FAMILY OFFICE  
RESEARCH INSTITUTE (HONG KONG)



海銀國際  
家族辦公室  
Hywin International Family Office

# Hywin International Strengthens The Lead In The Greater China Wealth Game



**Nick Xiao**  
CEO  
**Hywin International (Hong Kong)**



## Greater China is a very tough market. How does Hywin International stand out as a boutique champion?

Greater China is indeed complex and competitive, and traditionally big banks and brokers dominate. But some mega trends have appeared in favour of smaller, focussed, creative players.

Firstly, the inter-generational wealth transfer is happening en masse for Chinese entrepreneurial families. If portfolio management can be a manufacturing process measured by Sharpe ratios and execution costs, succession planning must be approached with genuine listening, intellectual stamina, and tailored solutions, which are not necessarily the forte of big banks built around trading velocity, ROA, and pipelines.

Secondly, UHNW clients are increasingly interested in private markets, which are by definition opaque, sub-scale, and conversation intensive. Again, family offices and independent wealth managers have the patience, discernment, and analytical honesty to help clients in this space.

Thirdly, innovative platforms are emerging to challenge traditional private banks. Some online brokers launched fully-automated EAM offerings, whilst full-insourced providers can take over all manual work from multi-family-offices, which then can rely on a pure-variable-cost model to out-compete private banks on agility and efficiencies.

In short, as uniformity and scale are becoming constraints in the service to UHNW families in fluid contexts, boutique players like Hywin have opportunities to become the primary advisors of clients, as we are closer to them, less conflicted by institutional instincts, and have a focus that transcends the quarterly earning pressure or once-5-years managerial churning of big players.

## Hywin International is avowedly committed to Hong Kong, and one of the most bullish firms on the city. Why?

Hong Kong is having a renaissance, no doubt about it. The city has invested into a range of priorities, which have boosted its appeal as a global centre of wealth and asset management.

Take the Hong Kong Limited Partnership Fund (HKLPF)

regime as an example. HKLPF is a new, forward-looking fund domicile, bridging global capital and Asia innovations, and helps Hong Kong capture economic value in the full life cycle of growth companies and the eco-system surrounding them.

Family offices have been another overarching theme in Hong Kong. Multi-family offices are de facto private banks operating at higher altitude, whilst single-family offices can help tilt global entrepreneurs' money, succession, and even corporate activities towards Hong Kong.

The newly-revamped investor immigration scheme ("HKCIES") has been widely applauded for its timing and careful definition of the acceptable categories of assets. The HKCIES will channel funding and liquidity into the local equities, local PE, and local commercial real estate.

By attracting the global asset owners and innovation companies, Hong Kong is well positioned to recharge and refresh its historical appeal as the Asia hub where capital formation and value creation are done.

## Hywin International recently launched "China Family Office Research Institute". Can you tell us about it?

China Family Office Research Institute is the non-profit thinktank and institutional coach for young family offices in Hong Kong, especially those being set up by Chinese entrepreneurs who are moving the centre of gravity out of the Mainland China for the first time.

China Family Office Research Institute codifies and shares best practices in setting up family offices in Hong Kong, covering structuring, taxation, using external advisors, choosing custodians/brokers, as well as lifestyle topics such as enrolling into exclusive international schools for clients' second generation.

China Family Office Research Institute is also the champion of Hong Kong among wealth managers and family offices in Europe, US, the MENA. Through a range of publications and thematic events, the Institute facilitates conversations that help asset owners and their advisors around the world re-discover Hong Kong as the fortress for global wealth.



## WEALTHBRIEFINGASIA - ALWAYS AT THE CENTRE OF YOUR 360° VIEW ON THE WEALTH MANAGEMENT LANDSCAPE

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*North American Family Office Intelligence*

**WealthBriefing**  
*News Insight Intelligence*

# Unlocking Success: The Winning Formula Of Alpha Capital Revealed

## What was the winning formula of your firm/you that explains why you won?

**Our vision and mission:** Alpha Capital has a clear and compelling vision that guides our strategic direction and decision-making. Our vision is to become global benchmark for financial advisory. We work towards becoming the most trusted and respected wealth management firm in India, providing comprehensive and customised solutions to high-net-worth individuals and families. Our mission is to help clients in wealth creation and simplifying finances.

**Our values and culture:** Alpha Capital has a strong set of values and culture that define our firm's identity and character. Our values are integrity, excellence, innovation, collaboration, and client-centricity. Our culture is one of professionalism, accountability, diversity, and social responsibility.

**Our services and solutions:** Alpha Capital has a comprehensive and customised range of services and solutions that cater to our clients' diverse and complex needs. We offer advisory, discretionary, alternative assets, international investments, estate planning, philanthropy, family offices, and other services.

## How do you hope your firm will benefit from getting this award?

They are recognition, networking, and learning.

These awards recognise our firm's outstanding achievement in supporting financial advisory success. They showcase our firm's excellence, innovation, and leadership in the wealth management industry. They also highlight Alpha Capital's unique value proposition, competitive edge, and client satisfaction. By winning these awards, we can enhance our firm's reputation, brand awareness, and market share. We can also attract and retain more clients, partners, and talent.

These awards provide us with an opportunity to network with other wealth management professionals, experts, and influencers. We can exchange ideas, insights, and best practices with our peers and learn from their experiences and achievements. We can also establish new connections, partnerships, and collaborations that can

benefit our firm and clients.

These awards enable us to learn from the latest trends, developments, and innovations in the wealth management industry. We can access valuable information, research, and analysis that can help us improve our knowledge, skills, and performance. A little bit of inspiration can also push us to further excel in enhancing our products, services, and solutions so that we could continue to ensure client delight.

## What are you going to do to remain competitive and stay ahead?

To remain competitive and a market leader we have laid out key priorities for our firm aligned to our values, mission, and purpose:

- To be the leading wealth management firm in India and beyond
- To create a lasting impact on the lives of our clients, colleagues, partners, and communities by helping them achieve their financial goals and aspirations while preserving and growing their wealth for generations.
- To foster a culture of excellence, innovation, collaboration, and client-centricity by investing in our people, processes, technology, and infrastructure.
- To expand our global presence and network by establishing strategic partnerships with leading financial institutions and advisors globally
- To diversify our offerings and capabilities by exploring new products, services, markets, and opportunities that can enhance our client experience and engagement.

## Where do you see the wealth management industry and your part of it going in the next five years?

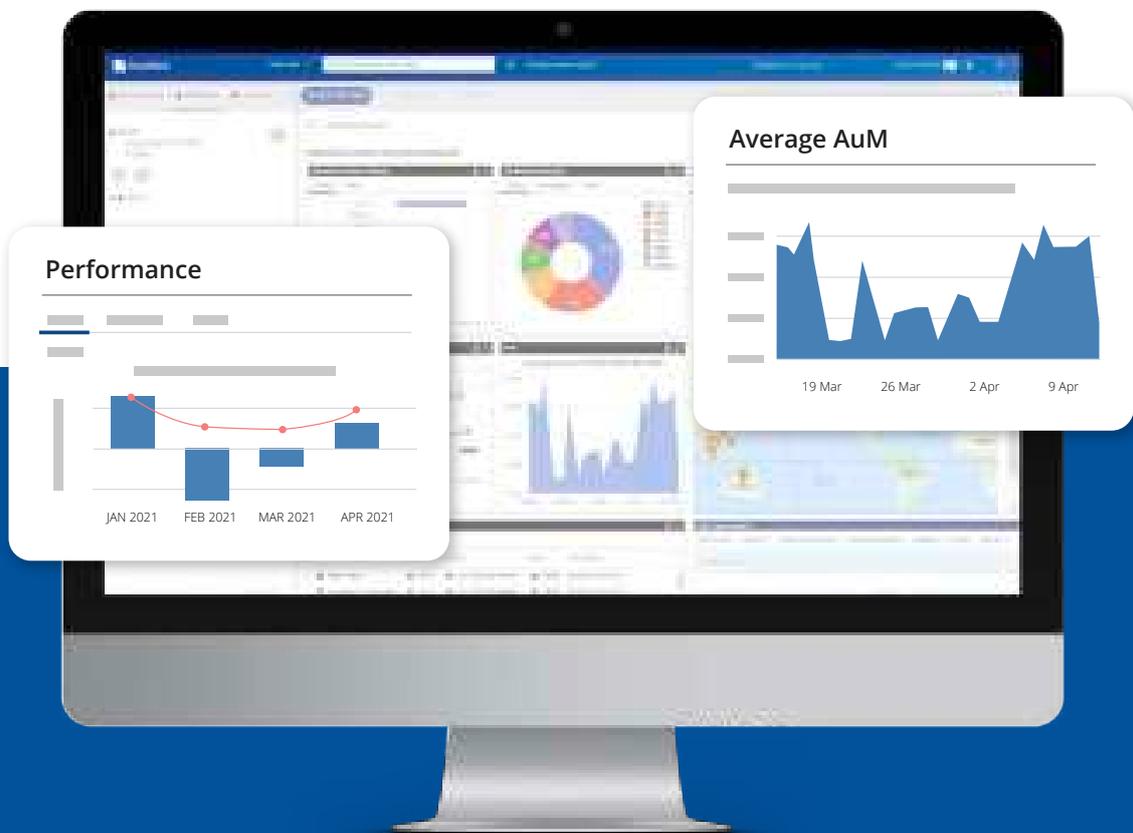
Over the coming years we will double down on our vision to become a global benchmark for financial advisory and strengthen our position as the most trusted and respected wealth management firm in India. Further we believe technology will continue to transform the wealth management industry in many ways, such as by enabling greater customer-centricity, efficiency, innovation, and differentiation.



**Manjit Singh**  
Partner  
**Alpha Capital**



# Transform your banking capability, improve efficiency and reduce risk



World-class core banking platform  
for banks and wealth managers



# The Avaloq Advantage And Future Innovations



**Pascal Wengi**  
Managing Director for Asia Pacific,  
the Middle East and Africa  
**Avaloq**



## What is the winning formula of your firm/you that explains why you won?

For over 40 years, we have been at the forefront of wealth management technology, helping financial institutions enhance their digital capabilities at scale. The Avaloq platform provides banks and wealth managers with a solid operational foundation for future scale and international expansion.

Our clients benefit from enhanced operational efficiency through automated workflows, resulting in high straight-through processing (STP) rates of over 99%, fewer payment reversals, and better client satisfaction. Moreover, thanks to our unified data model, banks and wealth managers can seamlessly expand into new jurisdictions and rapidly integrate acquired business units.

Another key advantage of our platform is its seamless integration capabilities. When implementing a specialised core system for a firm's private banking and wealth management business, we enable the organisation to maintain a portion of its legacy platform for its less demanding retail business. This strategy safeguards existing investments while optimally addressing the crucial areas of private banking and wealth management.

This award confirms the strength and flexibility of the Avaloq platform. I am proud of what we have achieved and look forward to continuing to support our growing client community and driving the digitalisation of wealth management and private banking in Asia.

## What are you going to do to remain competitive and stay ahead?

At Avaloq, we constantly invest in our platform, dedicating 25% of our annual software revenue to research and development. This ensures that we always deliver the latest technology and services to our clients. In addition, we forge strategic

partnerships, including our joint offering with Aladdin Wealth, which allows our clients to seamlessly access the platform's robust risk analytics and portfolio management capabilities.

We are also committed to joint innovation with our clients, including in areas such as mobile banking, securities lending, digital assets, and regulation. We actively monitor the market for regulatory changes and new tech trends. We offer financial institutions the opportunity to co-develop a product to address a particular market demand or future compliance standard. This gives our clients early access to a state-of-the-art solution and they in turn also benefit through co-selling agreements for the jointly developed solution.

Our strategy is to grow sustainably with our clients.

## Where do you see the wealth management industry going in the next five years?

Asia's wealth management and private banking industry is undergoing a period of rapid change, which will continue over the coming years. We expect to see further growth of client-centric advisory services and fiduciary models. This shift will be driven by the changing needs and expectations of clients, who want more personalised and transparent services.

In addition, financial institutions will need to support the region's growing mass-affluent segment. It will be vital for firms to offer these newly wealthy clients specialised wealth management services to help grow their wealth over the long term. Technology will play a key role in enabling financial institutions to establish and expand their wealth management business, and to deliver personalised service at scale.

I look forward to supporting our clients in further maturing the region's private banking and wealth management industry.

# A Z Q O R E

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- Business Process Outsourcing
- Leading edge technological approach
- Digital front-to-back products & services
- Software as a Service (SaaS)
- Open ecosystem connected to Fintechs



### Key figures



**+30**

YEARS  
OF EXPERIENCE



**+200**

BILLION AUM  
(15% IN ASIA)



**+750**

EMPLOYEES



**+25**

BANKS

across

**10**

COUNTRIES

AN INTERNATIONAL PRESENCE  
THROUGH OUR OFFICES

■ SWITZERLAND

SINGAPORE ■

# A Trusted Partner For Wealth Managers



**Loretta Teo**  
Deputy CEO & Head of Operations, Asia  
**Azqore SA**



Headquartered in Switzerland, Azqore is a digital service provider specialised in information systems and banking operations outsourcing for private banks. Azqore offers Software as a Service (SaaS) innovative solutions to transform, digitalise and enhance the client experience of private banks.

Today, with a track record of numerous successful migrations, Azqore serves 25 clients in Europe and Asia. Our platform hosts approximately CHF200 billion in assets under management and our global Operations team put through about 3.83million transactions annually.

Azqore, a subsidiary of Indosuez Wealth Management and Capgemini (a leader in consulting, technology and digital transformation), combines in-depth banking expertise with cutting-edge technology.

## What was the winning formula of your firm/you that explains why you won?

Our Business Process Outsourcing (BPO) solution provides customisable and comprehensive tools, processes and services to manage banking operations.

The approximately 200-strong team of banking experts, split by area of expertise, processes clients' transactions efficiently within an anonymous and highly secured environment. Operating across two locations – Switzerland and Singapore – allows us to offer a complete follow-the-sun services for clients with global market reach.

Highly automated processes, including RPA, together with proven control architecture, and up-to-date regulatory enhancements provide for an integrated and regularly tested environment, conducive to achieve top quality and optimal productivity.

Regular independent audits, for ISAE 3000/3402, ISO 9001 and OSPAR (Singapore), certify the robustness of our operational risk management & control framework.

## What are you going to do to remain competitive and stay ahead?

Consistently high performing, Azqore's BPO operates on 4 pillars:

- **Efficiency** - Industrialised processes capable of handling diversified,

complex products and processes with agility and flexibility.

- **High-quality & risk management** - Strong emphasis on quality and risk, based on strict and tight quality control, coupled with long-term vision and globally aligned processes.
- **Excellence and in-house expertise** - As an incubator of high potential talents, we present opportunities for individual development with exciting challenges.
- **Valued partnership** - Commitment to facilitate clients' business growth through forging strong relationships with clients' middle office.

Prioritisation of unique needs, delivering tailored solutions and support demonstrates our commitment to understanding our clients. This particular focus placed on client service excellence sets us apart.

## Please describe how your colleagues made a difference?

Our Singapore Operations team has doubled since its setup in 2016. With members hailing from a range of banks, from the big international players to the local banks, the team is diverse, bringing with them a wealth of banking operations experiences. This melting pot of skills and knowledge differentiates Azqore Operations. The ability to "speaking the same language" means we understand client's requirements, needs and concerns, allowing for more meaningful discussions. As such, we play more than just a processing role to them.

## Where do you see the wealth management industry and your part of it going in the next five years?

Our single purpose: to support tomorrow's private bankers and wealth managers in adapting to a fast-changing world. A progressively complex regulatory environment combined with the growing need for dynamic digital solutions and the ability to effectively manage data gave rise to the demand for a constantly evolving IT platform with sophisticated user experience. With 30 years of experience, Azqore is the go-to partner for digital and operational transformation. By being at the forefront of digital advancements, we empower our clients to thrive in an increasingly competitive landscape.



## Legacies are earned, not inherited.

The value of true wealth is beyond measure. With the right values, legacies last. We are driven by our shared Asian values, as we grow and protect your wealth with global expertise. For every generation.



Find out more

With offices in Dubai • Hong Kong SAR • London • Luxembourg • Malaysia • Philippines • Singapore

 **BANK OF SINGAPORE**  
An OCBC Company  
Asia's global private bank

# Bank Of Singapore Aims To Become The Top Asian Private Bank



**Teh Kihui**  
Sustainability Forum  
Chairperson &  
Head of Strategy  
**Bank of Singapore**

**B**ank of Singapore is the private banking arm of OCBC, the second largest financial services group in South-East Asia by assets, renowned for its financial strength and stability.

We have helped wealthy families, individuals and financial intermediaries around the world grow their wealth since 2010.

Our reputation has been built on our cross-asset research expertise, world-class capabilities, and the culture of integrity and innovation-driven by our leadership team.

#### **Why sustainability matters to us and our clients**

Responsible investing has been an increasing focus and is especially important against the backdrop of wealth transfer to next-generation clients.

With growing conviction among investors that an organisation with a strong ESG performance is more resilient and profitable in the long run, we see this as a significant opportunity for Bank of Singapore. We believe that we are well positioned to educate and help our clients channel capital flows into sustainable investments and meaningful projects that benefit the environment and society, while delivering lasting value for their portfolios.

Established in 2020, the BOS Sustainability Forum underscores our commitment to integrating sustainability practices and principles into every aspect of our organisation including business strategies, operations, investment solutions and governance structure. Through eight different workstreams covering key business functions such as People, Digitalisation, Risk Management, Compliance, Products, Corporate Services, Communications & Client Engagements, and Front Office, the BOS Sustainability Forum centrally coordinates and steers the sustainability agenda for the Bank in a cohesive manner.

#### **Pioneering sustainable financing**

In 2021, Bank of Singapore became one of the first private banks in Asia to incorporate Environmental, Social, and

Governance (ESG) factors in assessing the loan quantum for investment financing.

This groundbreaking move meant that loan amounts will increase when secured by mutual funds with best-of-class MSCI ESG fund ratings of AAA or AA. Currently, approximately 20% of the bank's mutual funds are MSCI-rated AA and above, investing in companies that prioritise sustainability and are at the forefront of addressing ESG challenges

#### **Driving industry-wide change**

Our commitment to sustainability extends beyond our own business and operations. In 2022, we co-chaired a taskforce under the Association of Banks in Singapore, leading to the release of the region's first sustainable investment guidelines for private banks and wealth managers. This collaborative effort set a precedent for the industry.

#### **Empowering and upskilling employees**

We recognise the importance of empowering our client-facing employees to make informed recommendations on sustainable investment opportunities. To achieve this, the bank has implemented new ESG assessment tools, including an ESG dashboard that assigns ratings and scores to clients' investment portfolios. These tools enable the bank's front office staff to provide personalised advice and support the development of new ESG products customised to clients' needs.

As the ESG landscape is rapidly evolving, we also continue to invest in upskilling and reskilling our workforce. This is to ensure our employees are suitably equipped with the right sustainability knowledge and skills to help our clients navigate the climate change transition more effectively and steer them in the right direction to achieve better long-term outcomes.

By pioneering sustainable financing practices, driving industry-wide change through collaborative efforts, and empowering employees with the right tools and knowledge, Bank of Singapore continues to actively contribute to a more sustainable and inclusive future.





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# How Innovation And Expertise Propelled Our Success In Wealth Management



## Nitin Singh

Head of Barclays Private Bank, Asia

**Barclays**

### What was the winning formula of your firm/you that explains why you won?

With a comprehensive platform of banking, securities, non-banking financial companies and trusts, we focus on delivering services and products that address our clients' complex and multi-jurisdictional needs. Our team servicing High-Net-Worth clients excels by delivering bespoke solutions, leveraging deep market insights, and fostering client relationships built on trust and transparency. As an employer, we focus on attracting, developing, and retaining top talent. We create an inclusive and dynamic work environment that encourages continuous learning, collaboration, and career growth. Our investment in cutting-edge technology and professional development ensures our team is well-equipped to meet the evolving demands of the industry as well as our clients.

### Please describe how your colleagues made a difference?

Our colleagues have been the cornerstone of our success and the driving force behind our recognition by *WealthBriefingAsia*. Our team consistently puts clients first to understand their unique needs and deliver tailored solutions. Their ability to build and maintain strong, trust-based relationships has been instrumental in our success. We collaborate across teams, leveraging the expertise of our Investment Bank and Corporate Bank across the Group, sharing insights and ideas that lead to innovative solutions.

Our constant mission is to create personalised solutions that make our clients feel more confident, more special, and more inspired than if they banked or invested anywhere else.

### How are you going to remain competitive and stay ahead?

Leveraging our global network while maintaining a deep understanding of local markets will be key. We will continue to focus on growing in our areas of strength as well as invest in cutting-edge technology and digital solutions to enhance our service offerings.

In addition, understanding and anticipating our clients' needs remains at the heart of our strategy. We will maintain our



commitment to delivering tailored advice and bespoke financial solutions, ensuring that our clients receive the highest level of service and support. Investing in our people is crucial for sustained success. Continuing to invest in our people through various programmes including leadership development, colleague wellbeing & support for Diversity and Inclusion (DEI), we endeavour to attract, develop and retain top talent while offering work environment that fosters growth and innovation.

### Where do you see the wealth management industry and your part of it going in the next five years?

Wealth Management industry has come a long way with clients becoming more sophisticated and increasingly globally mobile. They are looking to get diversified across major financial hubs and require a platform which delivers full spectrum of services across investments, banking, and credit from a partner who also has a strong brand presence.

Barclays Private Clients business in collaboration with Barclays corporate & investment bank teams, offers these clients access to a range of world-class institutional products and services through skilled local advisors and relationship managers. Clients benefit from our tailored and full-suite offering spanning both domestic and global multi-jurisdictional solutions through a consolidated onshore and offshore platform.

Looking ahead, we have strong plans to unlock growth opportunities in Asia by scaling our India and Singapore franchise, and its connectivity to our PB hubs (like UAE, UK & Swiss/Monaco) across the globe, as well as strengthening our product proposition, client services and digital capabilities best suitable to the growing needs of the UHNW investors in the region.

## **BDO. Delivering Exceptional Client Service.**

BDO provides audit, tax and advisory services to businesses across the world. Our deep commitment to client service is matched only by in-depth knowledge of the issues that affect both individual businesses and entire industries.

*"It's complicated.  
That's why we're  
bringing in BDO"*

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# Empowering Global Wealth Management: BDO Singapore Leads With Expertise And Excellence



**Kylie Luo**  
Executive Director  
**BDO**

**B**DO Singapore has over 650 staff. The Asia-Pacific BDO Private Client Services (“PCS”) practice is spearheaded by our Singapore team which now has over 100 committed PCS specialists, spanning across key functions. Our specialists lead a network of over 1,000 local experts based in 25 countries.

Our specialists work with high net-worth individuals (“HNWIs”), families, business owners and Family Offices who want their global tax affairs managed proactively and seamlessly.

Our global reach means that we are not restricted by geographical boundaries. For each client, we draw on our global network and assemble the **best team** with the right expertise. Having people with the necessary cultural intelligence and knowledge of the subject matter, we can find the **right solution** for each client, regardless of where they may be based.

We are truly focused on private clients and on delivering **exceptional client service** through practical, bespoke advice, tailored to client priorities. We offer an unique “**one-stop-shop**” approach for clients, capitalising on the dedicated teams in various departments at BDO in Singapore and our international network. Our service excellence is what sets us apart from the rest of the industry.

Instead of using complex technical jargons, we speak the **same tongue** as our clients. We use plain, **straightforward** terms which our clients can comprehend, in languages that they are comfortable with, be it English, Mandarin, Cantonese or Bahasa.

In BDO, we listen, we plan and we provide strategies, in-depth technical and practical advice tailored to the specific needs and objectives of each client. We bring the solutions to our clients and we take a **practical and hands on approach** in the implementation, ensuring that they understand each and every step of the process.



Even in times of the pandemic and amidst the ever-changing global environment, we kept ahead of the changes and ensured that our clients’ needs are well taken care of.

With our efforts, BDO is known in the industry as the **go-to-tax-firm** for HNWIs and ultra HNWIs. We work closely with all the major financial institutions and have implemented **close of 50%** of the tax structures in the market. As the market leader, we are also constantly in dialogue with government agencies, providing constructive feedback for the industry.

This award is an affirmation of our efforts and an encouragement to our team to keep up our efforts. We are thankful for the support that our various stakeholders have provided us with.

We will continue to support our private clients through any new laws and regulations and assist them to better manage their family wealth. As the regional economy grows and the number of affluent individuals/ families in the region increases, we see **more opportunities** for the industry. These families would want to put in place structures to **better manage and preserve** their family wealth. They would also want to ensure that their family wealth persists for multiple generations. We at BDO **understand our clients requirements** and we strive to provide the best solutions for them, even amidst a changing landscape.

For nearly 200 years, Bordier & Cie has been trusted by families to help navigate an ever-changing and complex financial landscape.

Let us do for your family what we have done for ours.

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138 Market Street  
Singapore 048946

# Legacy and Innovation: Inside the World of Bordier & Cie



**Evrard Bordier**  
CEO  
**Bordier & Cie (Singapore)**



Founded in 1844 in Geneva, Switzerland, Bordier & Cie has a rich heritage of 180 years in the financial industry. The firm expanded its legacy with an Asian headquarters in Singapore in 2011, led by 5th-generation Evrard Bordier, who serves as the Managing Partner of the Group and CEO of the Singapore office. As the largest Swiss partnership bank, Bordier prioritises independence, ensuring alignment with clients' interests by having no external shareholders.

Bordier specialises in private banking, offering transparent asset and wealth management alongside family office services. The firm's open architecture framework allows for the curation of investment solutions from a vast universe, ensuring tailored approaches for each client. Bordier's agility is evident in swift decision-making and adaptation to market changes, including alternative investments.

Key figures demonstrate Bordier's financial strength and stability. With a Tier 1 ratio exceeding 30% and a liquidity ratio far surpassing regulatory requirements, the firm emphasises capital preservation and prudent risk management. Bordier Group's AuM have grown steadily, reaching over \$16 billion CHF as of December 2023.

The winning formula of Bordier lies in its blend of tradition, innovation, and client-centricity. Managing partners bear unlimited liability, emphasising long-term client prosperity. Bordier's pioneering initiatives, such as strategic partnerships with Sygnum and Moonfare, expand investment opportunities and enhance client offerings. In Switzerland, Bordier was one of the first private banks to offer crypto offerings through a collaboration with Sygnum Bank AG, the world's first digital asset bank. In Singapore, we leverage Sygnum Singapore, a subsidiary of Sygnum Bank AG and MAS-regulated entity, as our first B2B Partner Bank and custodian. This partnership provides secure

custody, robust risk management, and seamless digital asset trading. The collaboration with Moonfare underscores our commitment to expanding alternative investments, giving clients access to top-performing private equity funds.

Colleagues at Bordier make a difference through their dedication to clients' needs, diligence, spirit of innovation, and teamwork. Each team member fosters personalised relationships with clients, acting as trusted advisors and custodians of generational wealth. Our partners make the same investments as our clients, never taking uncalculated risks with family money or client assets, ensuring aligned interests.

Receiving the award for "Best Boutique Private Bank" is a testament to Bordier's commitment to excellence and client-centric values. This award reinforces Bordier's position as a leader in the bespoke wealth management space, inspiring confidence among existing clients and attracting those seeking the finest solutions.

To remain competitive and stay ahead, Bordier leverages technology, incorporating AI in internal processes and external communications to clients. AI tools enhance responsiveness, tone, and content quality while maintaining the personal touch crucial in private banking. This forward-thinking approach ensures Bordier continues to set new standards in boutique private banking, providing innovative solutions and superior service.

Bordier's investment philosophy centers on capital preservation as the best driver of long-term portfolio performance. With an open architecture concept, active management, and a focus on wealth and capital protection, we ensure strategic and diversified asset allocation. This comprehensive approach underpins our mission to safeguard and grow our clients' wealth across generations, positioning Bordier as a true leader in boutique private banking.

# Trust Matters



Butterfield has been in the business of establishing and administering fiduciary services for more than 80 years. Working in partnership with our clients and their advisors, we are experienced in providing a wide range of structures and solutions for the growth, protection and transfer of assets.

*Let's start a conversation*

about how we can help meet your needs at  
+65 6916 3636 or visit us @[Butterfieldgroup.com](https://www.butterfieldgroup.com).

[butterfieldgroup.com](https://www.butterfieldgroup.com)



Butterfield is a leading offshore bank and trust company delivering financial and fiduciary solutions with a personal touch. Rooted in our small island heritage, we put relationships at the centre of everything we do, offering a full-service experience that feels curated and comfortable for each of our clients and advisors. Combining local expertise with global coverage, we deliver the advice, products and services to help clients accomplish their goals - and have done for over 160 years. Our trust team provides multi-jurisdictional capabilities through six independent companies (Bermuda, The Bahamas, Cayman Islands, Guernsey, Singapore and Switzerland). We offer a flexible approach to holding a wide variety of assets, and prides ourselves on providing solutions to meet the varied requirements of private and institutional clients, family offices, charities and philanthropic organisations. Our award-winning team specialises in wealth planning and trust administration, and dealing with complex structures for the growth, protection and transfer of assets. Butterfield is a publicly traded company in the US on the New York Stock Exchange (NYSE: NTB) and in Bermuda on the Bermuda Stock Exchange (BSX: NTB BH).

# How Butterfield Trust Emerged As The Best Institutional Trust Firm In Asia



## Butterfield Trust Group

### What was the winning formula of your firm that explains why you won?

A cornerstone of our success in winning the Best Institutional Trust Firm has been our strategic growth, particularly through key acquisitions such as the Credit Suisse Trust business in Singapore, Guernsey and The Bahamas. This acquisition significantly expanded our trust operations in Asia, bringing in hundreds of new client groups under administration and exemplifying our capacity for seamless integration and growth.

Another factor is that at the heart of our operations is a commitment to client satisfaction. We prioritise the evolving needs of our clients, to ensure that our services are not only comprehensive but also customised to the unique requirements of each client.

We also stay ahead of market trends, particularly in the Asian marketplace. By leveraging Singapore's robust infrastructure and business-friendly environment, we offer unparalleled services, especially in the realm of family office services. Butterfield's extensive footprint also enables us to serve our global clients across multiple jurisdictions.

Lastly, as a subsidiary of the Bank of N.T. Butterfield & Son Limited, established in 1858, we confidently offer the financial security, corporate governance and risk management solutions that clients require. Our rich heritage, combined with the independence of our Trust offering, ensures clients receive both reliability and innovation.

### Please describe how your colleagues made a difference?

Our team's dedication, expertise and collaboration have made a significant difference to our Trust offering in Asia. Their commitment to excellence ensures high-quality service, while their diverse skills drive innovation. They foster a supportive environment, maximising our collective impact. Continuous learning also keeps us ahead of the industry curve.

### How do you hope your firm will benefit from getting this award?

Winning the 'Best Institutional Trust Firm' will solidify Butterfield's reputation in Asia and underscore our excellence and reliability, helping to extend our reach to both new clients and strengthen existing relationships. It will highlight our commitment to innovative solutions and superior service standards, positioning us as a trusted leader in trust services. With increased visibility and credibility, Butterfield will also be better positioned to seize future opportunities for growth both organically and inorganically, through further acquisitions.

### What are you going to do to remain competitive and stay ahead?

Firstly, we will continue to innovate and evolve our service offerings to meet the needs of our clients. This includes investing in technology and digital solutions to enhance efficiency and provide a seamless client experience.

Secondly, we will focus on talent development and retention, ensuring we maintain our team of skilled trustees who are equipped to deliver exceptional service and expertise to our clients.

We will also strengthen our network of strategic partnerships and alliances, both locally and globally, to expand our reach and access new markets.

Furthermore, we will remain proactive in identifying and addressing emerging trends and regulatory changes in the industry, ensuring compliance and mitigating risks.

***By staying agile, innovative, and client-focused, we are confident we can remain competitive and stay ahead as a leading trust company in Asia.***

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# Shaping the Future: Carret Private's Vision for Wealth Management



**Kenneth Ho**  
Managing Partner  
**Carret Private**



## Winning Formula

Our winning formula involves a targeted roll-up strategy within our specific segment of the wealth management industry. We have been extremely active in the M&A space, acquiring the family office business of CSOP, purchasing a substantial minority stake in Singapore's leading independent wealth manager in Lumen Capital Investors, and bringing in Endowus, the leading Fintech player in Southeast Asia, as our majority shareholder. We believe that the independent wealth management industry will continue to grow, and we aim to lead this growth through targeted, value-accretive acquisitions.

## Remaining Competitive

To remain competitive and stay ahead, we are continuously innovating and adapting to the evolving demands of the industry. Despite the industry still being largely driven by commission-based models, we are transitioning our business model toward fee-based accounts. This approach guarantees our clients receive services that are conflict-free, fair, and transparent, aligning our interests directly with theirs. This transition fosters trust and reinforces our commitment to our clients' long-term financial well-being.

We are also leveraging technology to scale operations and improve our clients' experience. We have developed a consolidated reporting tool to help clients manage multiple bank and investment accounts – a common challenge for many clients. Also, we have automated the client onboarding process which allows us to grow our business with marginal cost.

Furthermore, we continuously are expanding our product offerings to include more non-traditional investment opportunities such as private equity, private credit, private real estate, quant, hedge funds. These deals contribute to better risk-adjusted performance of client portfolios.

## Inspiration

Our inspiration comes from both inside and outside our organisation. Inside our organisation, we are inspired by our team of bankers and support staff who consistently strive for excellence. Outside, we are inspired by our clients, whose trust and support motivate us to continuously improve our services.

Winning this award would be a testament to our hard work and commitment to excellence. It would further boost our reputation in the industry, attract new clients, and motivate our team to continue delivering high-quality services.

## Colleagues Making a Difference

We have been one of the most successful firms to hire and retain leading private bankers. Our colleagues, most of whom hail from top global institutions such as JPM, Morgan Stanley, and Goldman Sachs, make the difference in our firm. As a result of the Endowus transaction, we have strengthened our Centralised CIO office. This team produces our morning call content, monthly and weekly CIO publications, investment seminars, model portfolios, etc.

We firmly believe that our CCIO office has some of the best content available in the EAM industry.

## Future of Wealth Management

In the next five years, we see transformative growth and innovation within the wealth management industry, particularly as technology becomes a pivotal force in asset management. As for our part in it, we aim to lead the growth of the independent wealth management industry through strategic consolidation and continuous innovation.

**DENTONS**

**RODYK**

## Deeply Local, Uniquely Global

In Asia and globally, Singapore is recognised as a leading private banking and wealth management hub. In recent years, there has been a five-fold increase in the number of Family Offices set up in Singapore and it has also been voted as the most preferred offshore wealth management hub.

As a thought leader in the industry, Dentons Rodyk's Family Office and High Net Worth (DFO) sector provides a unique depth and breadth of knowledge and experience, as well as an unsurpassed network of relationships across the globe to connect similar families and service providers. With each family enterprise, we leverage on our extensive experience to go beyond being mere legal advisors—we become integral value-added members of our clients' advisory teams.

Our team specialises in handling complex tax planning, advisory, and controversy matters and also focuses on private client matters. We advise high net-worth individuals and families, business owners, trust companies and private banks in areas such as trusts, estates, wealth planning, family and business succession.

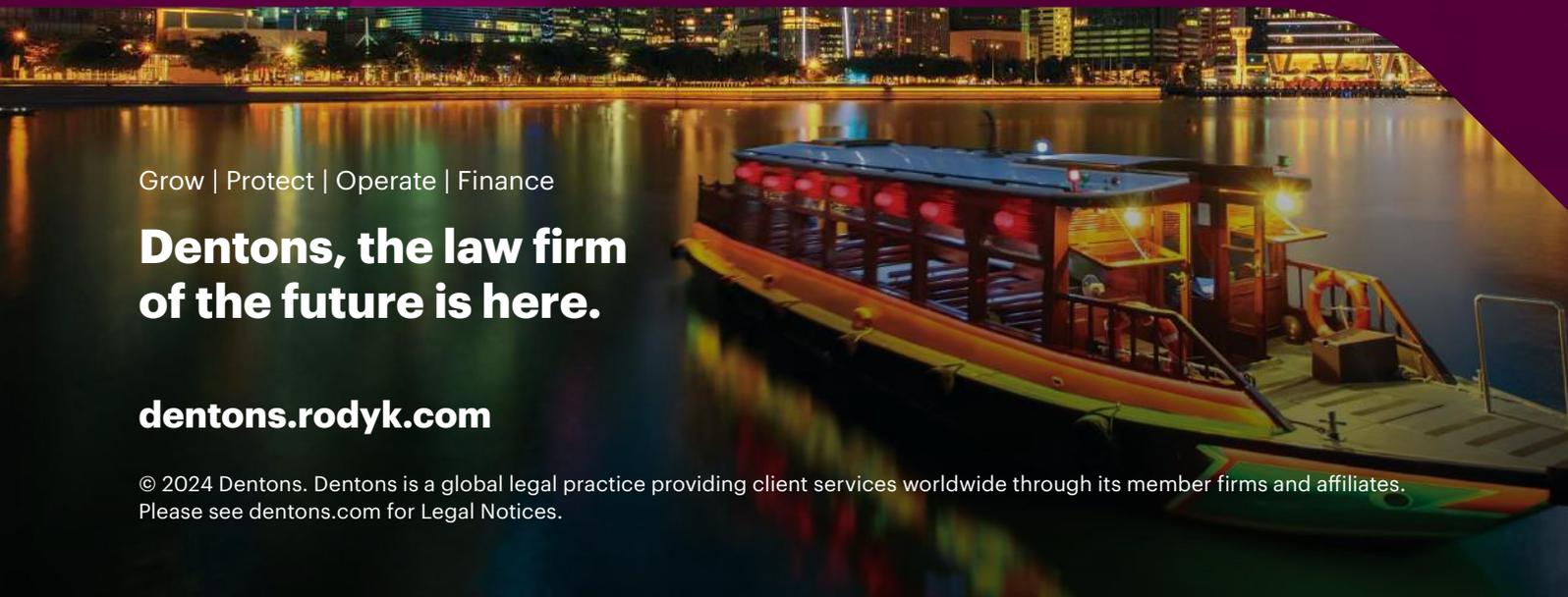
We pride ourselves on having strong technical expertise, as well as a deep knowledge of our clients' businesses and commercial needs.

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# Dentons Rodyk's Award Win Amplifies Digital Marketing Strategies And Global Reach



## Dentons Rodyk & Davidson LLP

### How does Dentons Rodyk benefit from getting this award?

Edmund - This award provides awareness for both our firm and the different legal practices within. In the past, many new clients were introduced by current ones, which helped the firm's reputation grow from word of mouth. However, people now obtain information from the internet, which has greatly benefited us and given us the opportunity to market in new ways. I think this award would aid in that effort, and our practices will continue to be promoted digitally. We are therefore appreciative of this acknowledgment.

### What will the firm do to remain competitive and stay ahead?

We will have to keep ourselves ahead of the game by being aware of the many new developments that are happening locally and globally. When these changes happen, we remain competitive by holding seminars and sending out client alerts to provide our clients with commentary on the changes, letting them know how they will be impacted and how they need to respond. Our clients appreciate this point because it guides their decision-making when they must adapt to changes affecting their family structures, tax arrangements, and family governance.

### What is a winning formula of your firm that explains why you won?

The market has expanded, and there are now more HNW families than ever before in Singapore, and we have ensured that Dentons Rodyk has an established and solid practice in the various fields. As Singapore's oldest law firm, we are well established in many different fields. Also, our global reach allows us to collaborate with colleagues across more than 80 countries, which is significant because HNW families increasingly need help with more cross-border elements.



# ClearView

## Financial Media

### PUBLICATIONS

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## WealthBriefing

*News Insight Intelligence*

*WealthBriefing* is the leading subscription-based business intelligence service for the wealth management community, with the latest news, analysis and in-depth features from around the globe. *WealthBriefing* subscribers are part of an international community for whom staying abreast of the latest industry developments is a crucial part of their professional practice. Readers find our content on topics such as strategy, M&A, important people moves, investment management and asset allocation to be an essential resource in a fast-moving world.

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## WealthBriefingAsia

*Global Perspective, Regional Focus*

The Asia-Pacific region's meteoric rise as a major wealth management market has sparked huge demand for region-specific business information. *WealthBriefingAsia* was launched in 2009 to satisfy this growing information requirement, and it is the only wealth management news site focusing exclusively on the Asia-Pacific region. Providing indispensable news, features and industry views that are always relevant and concise, *WealthBriefingAsia* allows subscribers to conserve that most precious of all resources: time.

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## FAMILYWEALTHREPORT

*North American Family Office Intelligence*

The North American wealth management market is one of the largest and most diverse in the world, and is markedly different from those in Europe and the Asia-Pacific region. Multi and single family offices in particular are a well-entrenched, integral part of the private wealth management landscape. *Family Wealth Report* provides need to know business intelligence in a convenient and easy-to-read format – straight to subscribers' inboxes every day. Nowhere else will you find such high quality, in-depth and often exclusive content all in one place.



### WEALTH MANAGEMENT AND PRIVATE CLIENT EVENTS AND AWARDS SERIES

A unique thought-leadership platform, *WealthBriefing's* events foster intellectual debate on the challenges and opportunities facing the industry and are designed to be an optimal use of wealth managers' precious time and present an excellent networking opportunity.

*WealthBriefing* has added to its offering for the global private banking and wealth management communities by running thirteen annual awards programmes for the family office, private banking, wealth management and private client communities. The awards programmes are focused around three main category groupings: experts (individuals and teams); products and services for wealth managers and clients, and institutions of all sizes and types

### BESPOKE RESEARCH SERVICES

*WealthBriefing* has unrivalled access to the most senior wealth management professionals across the globe, meaning that our research reports represent guides to future best practice as much as being barometers of current industry trends.

# From Corporate Law to Lifetime Achievement: The Evolving Journey of Edmund Leow, SC



## Edmund Leow, SC

Senior Partner

**Dentons Rodyk & Davidson LLP**



### What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

Receiving the 'Lifetime Achievement' Award is truly an honour.

I started my legal practice in the UK before moving to Hong Kong and then back to Singapore. It has been a protracted journey filled with changes, not only in terms of the jurisdictions but also in the areas of work that I was doing. I started off as a corporate lawyer, evolved to tax, and eventually moved to trusts and private clients.

***"I've had to adjust to numerous challenges working in different legal systems. Nevertheless, these difficulties have proved to be beneficial, as I've learned many transferable skills that I can use in multiple contexts and across different legal systems."***

I also had the opportunity to serve on the bench, which presented a challenge because I lacked the necessary training and experience as a litigator. As a result, I had to learn on the job, which makes learning quickly necessary, particularly in situations with a steep learning curve. Following my retirement from the bench, I was appointed to the Income Tax Board of Review, where I was able to put my tax knowledge and the bench skills to use. I have been able to adjust in this way over

the years. Having had diverse experiences, it is easier for me to serve families as a trusted advisor who can help them to navigate a variety of situations in different jurisdictions.

### Please describe how your colleagues made a difference?

We are fortunate to have many kind and encouraging coworkers at Dentons Rodyk. Our colleagues are valuable assets that contribute significantly to the development of our legal practice areas. We also frequently receive work referrals from partners in other practice areas, and our colleagues assist with a variety of business development projects, networking event coordination, and the dissemination of relevant client alerts.

### Where do you see the wealth management industry and your part of it going in the next five years?

The world is rapidly evolving. For high-net-worth (HNW) families, there wasn't much tax planning available when I started. Mainly because many wealthy families rarely engaged in tax planning. As a result, I was initially more engaged in helping multinational corporations, rather than HNW families. However, with increasing global transparency, HNW families increasingly need tax planning advice, and I have used existing skill sets in new areas.

Global compliance and transparency are expected to continue for the next five, ten, and even twenty years – long after I retire. In that case, demand for our services will continue to grow.

# Carry wealth without weight



Protected yet mobile, owning and transferring gold bullion is as simple as it is silent. With DuBois your wealth is a confidential affair.

And with our complimentary secure storage, rest easy knowing your gold lies insured in Swiss vaults.

Secure, subtle, Swiss.



# Beyond the Bullion - Exploring Gold Ownership with DuBois



**Timothy Charles Sawyer, CBE**  
Chairman  
**DuBois**



**D**uBois is a Zug-based issuer of digital gold which is transforming gold ownership for individuals, in both East and South-East Asia, and elsewhere around the world.

## What was the winning formula of your firm/you that explains why you won?

I believe DuBois' success is tied to our approach to innovation and to deeply understanding the needs of our client base. Through digitising title to gold, DuBois has created a differentiated offering for its clients, which balances their need for privacy, simplifies the ownership process, and addresses several traditional inconveniences relating to the storage, transportation, and insurance of gold bullion. By offering best-in-class products and delivering this in a client-first manner, we were able to deliver an award-winning service for our clients.

## Please describe how your colleagues made a difference.

Just as it takes a village to raise a child, developing products which are at the forefront of the precious metals, LegalTech, and fintech realms requires a continuous and unwavering commitment from a team with diverse skill sets and backgrounds. From our best-in-class technical talent who refine our systems and platforms, to our risk function which aims to provide a seamless, but measured approach to business, and our client-facing professionals who deliver solutions and bespoke services to our clientele, each member of our team plays a crucial role. Their innovative spirit and dedication enable us to deliver exceptional service and drive forward our mission.

## What are you going to do to remain competitive and stay ahead?

Staying competitive for us means continuous innovation and adaptation, as well as a focus on fostering an ecosystem around our product. Already, there are new and innovative ways to interact with our product, such as DAU Key, a card-sized "hardware wallet"

which simplifies self-custody while delivering an extremely secure solution for managing digital gold titles. We are excited to see the network effects of our system of gold ownership, and the efficiencies and innovations that this can deliver.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

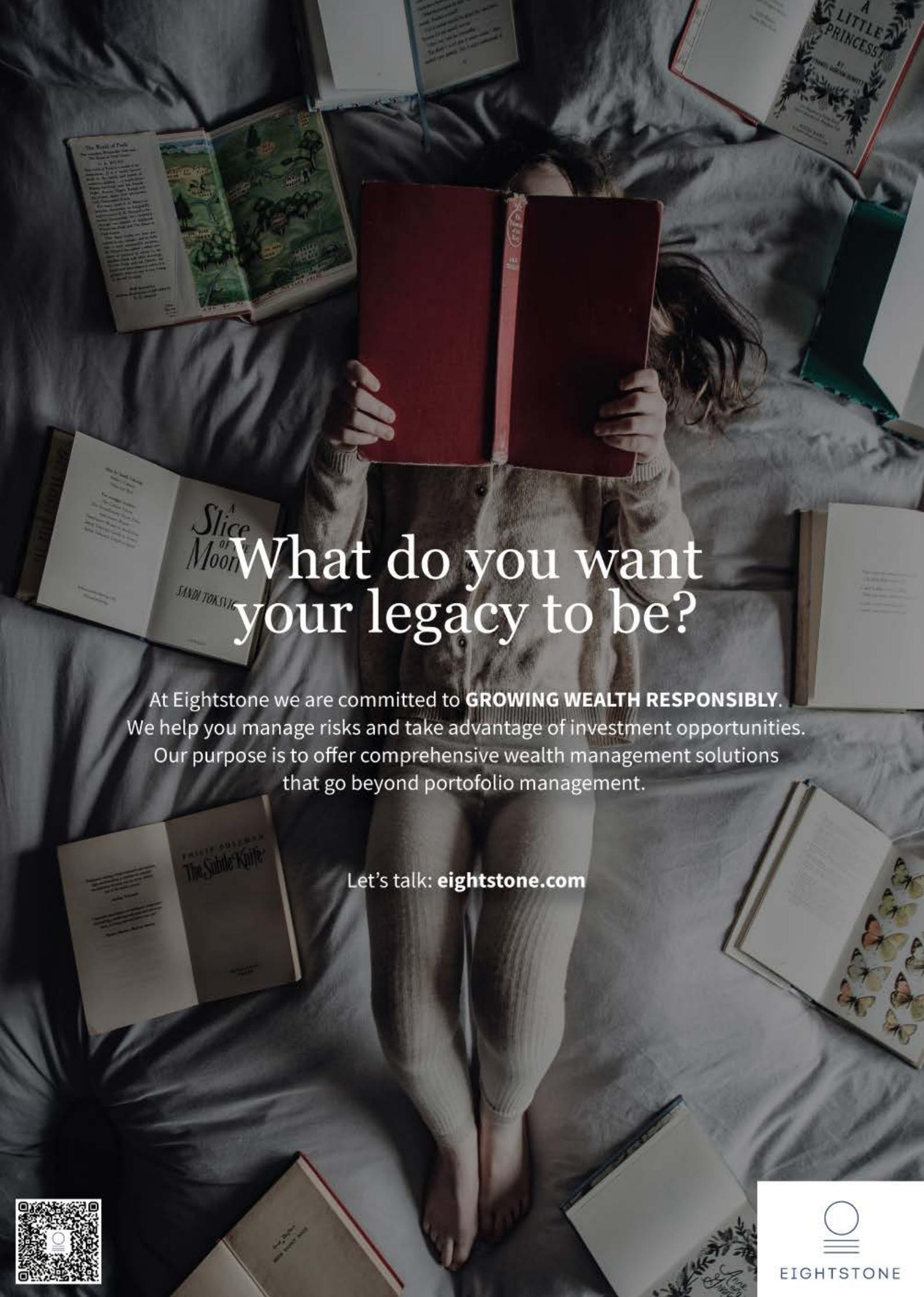
Our path was not without its hurdles. We navigated complex regulatory environments and overcame skepticism about digitising physical assets like gold. Implementing blockchain technology for secure and transparent ownership transfer was a challenge, particularly with varying degrees of market readiness and acceptance.

## How do you hope your firm will benefit from getting this award?

Winning this award would not only solidify our reputation as pioneers in the alternative investment sector but also inspire further innovation within our team. It will enhance our visibility, attract potential clients, and strengthen confidence among our current investors. Ultimately, this recognition is a milestone that reflects our commitment to redefining gold for the digital age - we wish to be digital disruptors.

## Where do you see the wealth management industry and your part of it going in the next five years?

The wealth management industry is poised for significant transformation, especially with the increasing integration of technology in traditional financial services. For our part, I see DuBois leading the charge in making gold more accessible, secure and flexible through digital solutions. We anticipate greater adoption of blockchain for asset management, including innovations like the tokenisation of real-world assets (RWAs), and we plan to be at the forefront of this shift, enhancing our offerings and expanding into new markets.



What do you want  
your legacy to be?

At Eightstone we are committed to **GROWING WEALTH RESPONSIBLY**.  
We help you manage risks and take advantage of investment opportunities.  
Our purpose is to offer comprehensive wealth management solutions  
that go beyond portfolio management.

Let's talk: [eightstone.com](https://www.eightstone.com)



EIGHTSTONE

# Team Effort and Smart Strategy: How Eightstone Achieved Remarkable Returns



**Olivier Destandau**  
Founding Partner and  
Chief Investment Officer  
**Eightstone Pte Ltd**

## What was the winning formula of your firm/you that explains why you won?

Our success comes from a straightforward and powerful approach. For the Oclaner Asian Bond Fund, which posted a remarkable 13.37% net return, and the Oclaner Global Credit Opportunities Fund, which achieved a 12.69% net return, we combined solid credit research with sharp market analysis. We didn't just play it safe; we identified price dislocations and managed duration wisely.

***Our strong partnerships with key credit market players, both in Asia and globally, allowed us to seize opportunities and drive significant returns.***

The result? Outstanding performance with low volatility, as evidenced by our superior Sharpe and Sortino Ratios compared to our peers.

## Please describe how your colleagues made a difference?

Our team at Eightstone is the backbone of our success. Each member brings their own expertise, passion, and dedication. Their rigorous credit research, innovative market analysis, and strategic decision-making have been crucial. More importantly, their ability to build strong relationships with market players has helped us identify high-conviction credits and establish high-carry positions.

This collective effort ensures we achieve exceptional performance while maintaining low volatility and superior risk-adjusted returns. It's their commitment and teamwork that make all the difference.

## What are you going to do to remain competitive and stay ahead?

To remain competitive and stay ahead, we will continue to build on our strengths

and adapt to the evolving market landscape. Our focus will remain on leveraging our comprehensive bottom-up and top-down analytical framework. We will also continue to deepen our partnerships with key market players, enhancing our ability to seize new opportunities.

Additionally, we are committed to continuous improvement in our risk management practices to maintain low volatility and superior risk-adjusted returns. Innovation and agility will be at the core of our strategy as we seek to navigate the complexities of global markets.

## Where do you see the wealth management industry and your part of it going in the next five years?

In the next five years, the wealth management industry is likely to undergo significant transformations driven by technological advancements, evolving client expectations, and regulatory changes.

***At Eightstone, we foresee an increased emphasis on personalised and holistic wealth management solutions that cater to the unique needs of entrepreneurs, families, and institutions.***

The integration of technology will play a pivotal role in enhancing client experience, enabling more sophisticated data analytics, and improving investment decision-making processes.

Our commitment to simplicity, excellence, and integrity will guide us as we navigate these changes, ensuring that we continue to deliver value to our clients and maintain our position as a leader in the industry.





**OLYMPIC<sup>®</sup>**  
**BANKING SYSTEM**  
**THINK EFFICIENCY**

[olympicbankingsystem.com](http://olympicbankingsystem.com)



# How ERI's OLYMPIC Banking System Has Become A Key Component Of Private Banks' Growth Strategy



**Sutharman Sinnathambiy**  
Project Manager APAC  
ERI



## What was the winning formula of your firm/you that explains why you won?

At the core of ERI's success lies a deep commitment to understanding and addressing the unique needs of our clients. We prioritise customer feedback and work closely with wealth management and private banking professionals to ensure our technology platform, OLYMPIC Banking System, and the suite of solutions it offers, are tailored to their specific requirements. This customer-centric approach has allowed us to create a front office suite that truly resonates with our users. This suite of solutions is designed to help private banks and wealth managers best respond to their client's requirements and expectations. These solutions include client onboarding, CRM, portfolio management and advisory.

Besides this, innovation is a cornerstone of our philosophy.

Our front office solutions integrate the latest advancements in technology. These tools empower our clients to gain deeper insights, make more informed decisions, and enhance their overall efficiency.

## What are you going to do to remain competitive and stay ahead?

We believe that the best solutions are those that simplify and enhance the user experience. Our new Digital Banking solution by instance is designed with an intuitive interface that is both user-friendly and powerful. By streamlining complex processes and providing easy access to critical information, we enable our clients to focus on what they do best – managing wealth and serving their clients.

Our solutions integrate state-of-the-art security features to safeguard sensitive client data and maintain compliance with evolving regulatory standards. Achieving compliance can prove both costly and time-consuming and stands as a paramount concern for banks in today's landscape, with regulatory shifts occurring regularly.

Regular enhancements, and a responsive support team ensure that our solution evolves with the changing needs of the industry. This commitment to excellence helps us maintain long-term relationships with our clients and paves the way to develop new ones.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

One of the most significant challenges in the wealth management and private banking sector is keeping pace with rapid technological advancements. To overcome this, we established a dedicated research and development team focused on analysing technological trends and determining the best ways to implement them to meet our clients' evolving requirements. By continuously exploring emerging technologies and integrating them into our solutions, we ensure that our clients always have access to cutting-edge tools.

Our ability to adapt is a testament to our commitment to excellence. By staying ahead of technological advancements, meeting diverse client needs, fostering innovation, building trust, and scaling efficiently, we have been able to succeed in a fast-moving industry.

**FACTSET**

# Elevate Your Wealth Management Workflow with **FactSet**

Create exceptional digital client experiences by leveraging FactSet's suite of portfolio analytics, multi-asset class research, global market analysis, and tools. We offer open, flexible technology personalized to every client's needs through our workstation, CRM integration, client portals, standalone applications, and more.

[www.factset.com/wealth](http://www.factset.com/wealth)



**WINNER**  
Data Provider  
Risk Monitoring and Management

FactSet



# FactSet - Data, Analytics & Technology To Enhance Advisors' Efficiency

## What's FactSet offering for wealth managers?

"FactSet helps wealth managers demonstrate their value to clients by protecting and growing their assets with all-in-one wealth management software that combines portfolio analytics, multi-asset class research, global market analysis, and reporting tools as well as the building blocks to create custom, digital client experiences.

Our open and flexible technology allows wealth managers to consume data in a variety of ways including comprehensive data feeds, a configurable mobile, web-based and desktop platform, digital portals, APIs, and more. We not only collect our own datasets, but also work with many third-party data providers to supply users with a robust offering. We review and integrate third-party data before making it available to ensure data integrity and allow users to seamlessly link all data feeds to their models, systems, and proprietary datasets."

## What was the winning formula of your firm/you that explains why you won?

"FactSet's investment in data quality and ability to connect it seamlessly with client portfolios and internal research help wealth managers uncover unique and actionable insights to reduce risk, operate more efficiently, comply with local regulations, and create a competitive edge to win and retain business.

More than half of our organisation is dedicated to data integrity and concordance. We integrate and offer 30+ FactSet-owned datasets and 1,000+ from third-party data providers. FactSet's flexible technology lets users consume data in a variety of ways, including via data feeds, a configurable mobile and desktop platform, digital portals, APIs, and more. Our unique data symbology links and aggregates a variety of content sources to ensure consistency, transparency, and data integrity."

## Where do you see the wealth management industry and your part of it going in the next five years?

There are a few trends we see and are addressing across our suite of data and solutions:

- Wealth firms are looking for fewer and deeper relationships with their technology providers. They are searching for more strategic vendors they can consolidate with that can efficiently fit in and connect with the firms' technology stack and to ultimately lower their total cost of ownership.
- Wealth organisations want to create greater capacity for their Advisors by facilitating the much-needed collaboration between the firm's home office research and due diligence teams and the Advisors in the field. The emphasis is on helping Advisors spend less time researching securities and building portfolios and more time working with their existing clients and onboarding new relationships.
- Investors expect personalised advice, transparency, and communication from their financial advisor. Advisors need to bridge the gap between in-person and digital interactions and find the appropriate mix of both. Our open and flexible technology provides user friendly level of detail on the wealth institution's online client portals, creating an engaging and personalised digital experience for their end-clients, and powered by the same solutions provider.
- Generative AI is revolutionising how financial advisors interact with their technology solutions, understanding their needs and building interfaces to automate manual tasks, so that Advisors can focus on high value activities, cultivate deeper relationships with their clients, and increase efficiency is one of our biggest short-term priorities.
- Of course, providing transparency and education on how the market impact investors' financial goals will remain a focal point for financial advisors - and our role is to enable that communication with sophisticated data and analytics.



**Greg King**  
Senior Director, Head of  
Wealth Management  
**FactSet**



# Simply Light Up Wealth



# Simplifying Wealth Management Through Digital Innovation



## Fargo Wealth Group

**F**argo Wealth is a digital-first multi-family office focusing on China and the Asia-Pacific, providing next-gen innovators and their families a full range of comprehensive wealth management solutions to create sustainable long-term value.

### What was the winning formula of your firm/you that explains why you won?

Fargo Wealth's success hinges on our triad approach:

- We understand the nuances of the China and Asia-Pacific market, particularly the needs of next-generation innovators who have seen rapid wealth growth.
- We leverage technology to simplify wealth management, offering a user-friendly experience and efficient access to a comprehensive suite of services.
- We combine local knowledge with a global perspective, utilising cutting-edge technology and extensive resources to deliver unmatched solutions.

This combination allows us to cater to the specific needs of our clients and sets us apart in a competitive landscape.

### Please describe how your colleagues made a difference?

Our dedicated and talented team is the cornerstone of Fargo Wealth's achievements. Their expertise in wealth management, asset allocation, and digital solutions empowers us to deliver exceptional value to our clients.

Furthermore, their collaborative spirit fosters a culture of innovation, allowing us to constantly adapt and develop new strategies to excel in this dynamic industry.

### What are you going to do to remain competitive and stay ahead?

We are relentlessly committed to staying ahead of the curve through several key initiatives:

- We actively explore and integrate emerging technologies such as AI and big data to further enhance our digital platform and service delivery.
- We remain attuned to evolving client needs and preferences, tailoring our offerings to address the growing complexities of wealth management in the region.
- We forge strong partnerships with leading industry players to expand our global reach and offer clients access to the most innovative solutions.

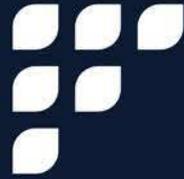
### Where do you see the wealth management industry and your part of it going in the next five years?

The wealth management industry is poised for significant growth in the next five years, driven by factors like:

- The Asia-Pacific region will continue to witness a surge in high-net-worth individuals, creating a strong demand for personalised wealth management solutions.
- Digitalisation will further revolutionise the industry, with AI and big data playing an increasingly crucial role in investment decisions and client engagement.
- Sustainable investing will become a more prominent focus, with clients demanding environmentally and socially responsible investment options.

Fargo Wealth is well-positioned to capitalise on these trends. As a digital-first EAM with a deep understanding of the Asian market, we are committed to providing clients with innovative, sustainable, and future-proof wealth management solutions.

By leveraging our core strengths and embracing these industry shifts, we aim to solidify our position as a leading EAM partner for next-gen innovators in the region.



# FARRO CAPITAL

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**Where expertise meets opportunity, allowing tailored strategies to navigate the markets with precision and agility.**

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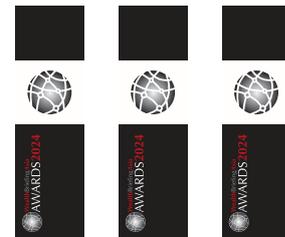
**At Farro Capital, we are committed to transforming your financial goals into reality. Our dedicated team works closely with you to develop personalized strategies that navigate market complexities and maximize opportunities.**

**Inspired by our namesake, Farro – the oldest living grain that has stood the test of time – we build enduring legacies. Together, we nurture your wealth for generations to come.**

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# Farro's Holistic Approach To Wealth Management



*Winner*

- **UHNW Team**
- **Discretionary Portfolio Management Provider (Pan-Asia)**
- **Leading Individual (Banker)**

**F**arro Capital is a full-service multi-family office dedicated to providing holistic financial solutions tailored to the unique needs of ultra-high-net-worth families and individuals, as well as family offices, founders, and institutions.

We focus on understanding our clients' goals and challenges to develop strategies that balance traditional values with modern financial needs. This approach helps us preserve and grow our clients' wealth.

## What was the winning formula of your firm/you that explains why you won?

Farro Capital's winning formula can be attributed to a few key differentiators. The first being rooted in the firm's holistic approach to wealth management, where we emphasise personalised solutions tailored to each specific client, taking a comprehensive view of their circumstances and needs. The solution provided covers everything from structuring and family governance to succession planning and philanthropy.

Secondly, our investment performance is driven by a strategic blend of deep market insight, rigorous research, and a disciplined investment process. Our team of experienced professionals leverages extensive industry knowledge and global market trends to identify unique investment opportunities that align with our clients' objectives and deliver consistent returns.

Thirdly, at Farro, we incorporate cutting-edge technologies to enhance decision-making and client interactions, ensuring that our strategies are both well-rounded and adaptable, with robust risk management in place.

Finally, the diverse expertise of our team enhances our ability to navigate cross-cultural financial landscapes, making our personalised service truly global in its reach and effectiveness. This culmination of personalised service, technological integration, and a globally experienced team defines why we believe we were the front runners in our respective categories.

## Please describe how your colleagues made a difference?

The team at Farro Capital has made a profound difference in our firm's success, drawing on their diverse backgrounds and deep expertise in wealth management. Each colleague contributes a unique perspective, enriching our ability to design customised solutions that resonate deeply with the needs of our clients across different cultures and markets.

Our team's commitment to excellence and continuous professional development ensures that our advisory services remain innovative and aligned with the latest industry standards. This collaborative environment not only enhances our service delivery but also fosters a culture of mutual respect and shared goals, reinforcing our position as a trusted leader in the wealth management space. Their dedication and teamwork have been instrumental in our ability to maintain long-term relationships with our clients and achieve sustained growth.

## Where do you see the wealth management industry and your part of it going in the next five years?

In the next five years, the wealth management industry is poised to undergo significant transformation, driven by technological innovation, and changing client expectations. With an anticipated transition of wealth amounting to roughly 3 trillion USD over the next decade in Asia alone, Farro Capital is strategically positioned to capitalise on this shift. Our deep connections with both the first and second generations in client families strengthen our ability to offer tailored, multi-generational wealth management solutions.

Farro Capital anticipates a shift towards more personalised, technology-enhanced services that provide clients with greater control and insight into their investments. We also expect to see increased integration of digital assets and sustainable investing practices as clients seek more diversified and socially responsible portfolios. As part of this evolving landscape, Farro Capital will continue to lead by adopting cutting-edge technologies and maintaining our commitment to bespoke, client-centric service solutions, ensuring we meet the sophisticated needs of both current and future generations.



# FORSTERS PRIVATE WEALTH

## TRUSTED ADVISERS TO INDIVIDUALS AND THEIR FAMILIES ACROSS ASIA AND BEYOND.

Too often succession planning does not take into account the holistic aspects of the transition of wealth from one generation to another.

Placing a significant emphasis on psychology as well as the legal and technical aspects, our approach involves looking at the overall picture of what the family is seeking to achieve. By taking the time to understand the values and philosophies of the family as a whole and each family member, we uncover what challenges they face and what can be done to overcome them to attain their goals and long-term prosperity.

- ESTATE & SUCCESSION PLANNING
  - FAMILY GOVERNANCE
    - UK TAX
  - TRUSTS STRUCTURING
- UK RESIDENTIAL & COMMERCIAL PROPERTY
  - MATRIMONIAL & DIVORCE
- CONTENTIOUS TRUSTS & ESTATES

TO FIND OUT MORE PLEASE VISIT  
[WWW.FORSTERS.CO.UK](http://WWW.FORSTERS.CO.UK)

FORSTERS LLP 22 BAKER STREET LONDON W1U 3BW



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# A Personal Approach To Family Governance



**Nick Jacob** - Partner, Private Client (*top left*)

**Daniel Ugur** - Partner, Private Client (*top right*)

**Patricia Boon** - Partner, Private Client (*bottom left*)

**Alfred Liu** - Partner, Private Client (*bottom right*)

**Forsters**



Although we are lawyers who enjoy structuring, we focus on the family's psychology; this has enabled us to advise complex families on ways to hold the business and family together, preventing damaging family conflicts and enabling the family business to thrive now and into the future.

## What was the winning formula of your firm that explains why you won?

We believe that Forsters' approach to estate planning is unique particularly in the family governance context for multi-generational business families; we make it a priority to understand the psychology of the family and marry this with a practical and commercial approach to preserving family wealth and mitigating the risk of family disputes.

We guide families through the whole family governance process, from the initial psychological groundwork discussions to the drafting of any legal documents required to "hardwire" the planning.

We take the time to understand the family members, how they think, what they want, what they do and do not say, and how they say it.

Our lawyers take the time to get to know the family and understand their dynamics and needs to ensure the most appropriate structuring advice is implemented.

## Please describe how your colleagues made a difference?

The best part of our role as advisers is the positive impact that we have with the international multi-generational families that we work with. By getting to know each family member independently, we build trust across the generations, enabling us to uncover the issues and deal with any underlying reservations head on.

We create bespoke succession and estate planning structures that help establish family harmony and ensure the successful transition of wealth from one generation to the next. Many of our clients have built international businesses with assets and family members based across the world, lending added complexity to their planning needs.

## How do you hope your firm will benefit from getting this award?

With an established track record in Greater China, including Hong Kong and the wider Asia region stretching back 33 years, our team is well-known for its expertise in estate and succession planning with a cross-border focus. This award provides us with the industry recognition that we are renowned for best-in-class advice and service to our clients in the region.

The award also further showcases our continued commitment to serving families in the Greater China region and beyond. Whilst we do not have an office in Asia, our lawyers travel to the region monthly to advise clients in the region. The team has cultivated strong relationships with many private wealth advisors in the region and are renowned for their ability to co-ordinate complex, cross-border advice involving multiple jurisdictions.

## Where do you see the wealth management industry and your part of it going in the next five years?

The future of the industry, and a key role for Forsters within it, will be to place greater resources and focus on guiding the next generation on their journey to inheriting the family wealth.

Younger generations are wealth-inheritors; their experience and relationship with wealth is different to their predecessors. Next Gens commonly want to exert more independence, whereas older generations display more collectivist attitudes for their family, especially those from Confucius cultures.

Understanding this distinct psychology of Next Gens is, and will be, essential for us in the industry when helping families with (often vast) intergenerational wealth transitions over the coming years.

# A Leading FinTech Company Specialized in *Digitizing Trust* and **Corporate Services.**

Trust Services

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Options and Shares Management

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Company Secretarial Services

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Private Equity Fund Services

**Covering Various Jurisdictions**

Hong Kong | Singapore | BVI | Cayman | Guernsey | Jersey and More

# Futu Trustee: Driving Trust Services Innovation In The Digital Age



**Ben Lin**  
CEO  
**Futu Trustee**



In the vibrant financial hubs of APAC, Futu Trustee in Hong Kong and its sister company, Moomoo Trustee in Singapore, are showcasing excellence and foresight in the realm of trust services. Spanning family trusts, corporate trusts, corporate secretarial services and private fund management, the company is carving out a distinct position in a highly competitive landscape, where traditional banking-backed trust companies and independent trust firms have already established a strong market presence.

Futu Trustee is a fully-owned subsidiary of Futu Holdings, a NASDAQ-listed fintech company transforming the traditional investing experience. Over the past decade, Futu has built a reputation for its robust R&D capabilities, which have given rise to the flagship trading app – known as Niuniu in Hong Kong and Moomoo overseas, accumulating an impressive user base exceeding 22 million and AUM of nearly HK\$518 billion. "Our mother company's success is a strong motivation for our expansion," said Ben Lin, CEO of Futu Trustee. The three business pillars of the organisation - brokerage, wealth management, and institutional services - all contribute a steady flow of clients to Futu Trustee's service offerings, while the subsidiary maintains its independence and specialised expertise within the broader Futu ecosystem.

With unparalleled user popularity gained during its international expansion, Futu's brokerage business has amassed a vast pool of HNW clients seeking tailored trust solutions.

Leveraging the extensive network, Futu Trustee provides specialised family trust services extends beyond Hong Kong and Singapore, catering to offshore jurisdictions and high-tax regions. What truly sets the brand apart is its fintech-driven approach – the company has developed a pioneering online trust platform that revolutionises the user experience. With its self-developed, innovative digital trust service ecosystem, clients conveniently access and sign trust

documents, as well as view their asset details anytime, anywhere. Notably, the platform is seamlessly integrated with Futu's securities trading app, allowing clients to engage in comprehensive global trading by opening a securities account.

Futu Trustee is also a pioneer in the realm of corporate trust services. The HK financial market is thriving as one of the world's largest IPO hubs. Many promising companies seek to list on the Hong Kong Stock Exchange as a significant milestone, and a growing number of them have adopted Employee Stock Ownership Plans (ESOPs) to incentivise employees and align with the company's long-term objectives. Leveraging extensive experience in setting up ESOP trusts for corporate clients, Futu Trustee accompanies these companies from start-up to IPO listing and beyond. From the initial plan design to the implementation of robust ESOP systems, clients are guided through every step of the process. The seamless integration of the ESOP platform with Futu's trading platforms empowers employees to conveniently manage their incentive programs and enjoy a seamless investing experience. This high level of digitalisation benefits the clients from streamlined operations, enhanced transparency, and the convenience of accessing all their trust-related services through a single, integrated platform.

"The wealth management and trust industry is inevitably shifting towards a technology-powered direction, while client relationships still lie at the heart of the business," remarked Ben. "With globalisation, our clients are witnessing more complex demographic shifts from generation to generation, and we must respond swiftly to their diverse needs while adapting to the ever-changing regulatory landscape," he added.

Committed to maintaining the advantages of fintech innovation, Futu Trustee will continue to strengthen its unique capabilities, and strive to become the leading innovative trust brand in APAC.

# From broader thinking, comes wider success.

We are proud to have won 10 major awards including "Hong Kong Domestic Private Bank" and "Customer Facing Digital Capabilities (South-East Asia)" for three consecutive years at the WealthBriefingAsia & Greater China Awards 2024.

With our strong global network and expertise in wealth management, we will continue to be a trusted partner, connecting you to a world of opportunity now and into the future.



Find out how we can help you to join the winning team.  
[privatebanking.hsbc.com/asia](https://privatebanking.hsbc.com/asia)

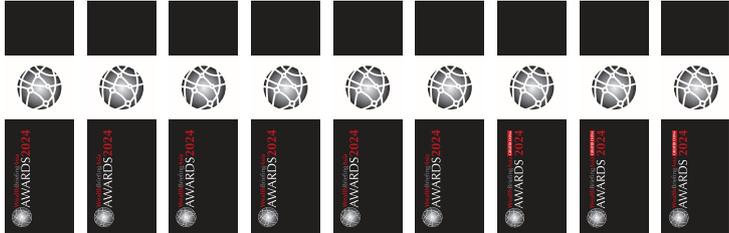


**HSBC**

Opening up a world of opportunity

**Global Private Banking**

# HSBC - Revolutionising Client Experiences



*Winner*

- **Credit Provider**
- **Wealth Planning Team**
- **Philanthropy Services**
- **Discretionary Portfolio Management Offering**
- **Impact Investing**
- **Hong Kong Domestic Private Bank**
- **Credit Provider**
- **Customer Facing Digital Capabilities**
- **Overall Impact Investing Offering (Pan-Asia)**



**Lok Yim**  
Regional Head of Global Private  
Banking, Asia Pacific  
**HSBC Global Private Banking**

## What was the winning formula of your firm/you that explains why you won?

The breadth of recognition HSBC Global Private Banking has received attests to the trust and confidence our clients placed in us, as well as years of investment in our people, platforms and a comprehensive suite of wealth management products and solutions.

For the third consecutive year, we retained the top spot in the Hong Kong Domestic Private Bank category, showcasing our unmatched scale and reach in our home market. In 2023, we have further strengthened our differentiated model to holistically meet client needs along the wealth continuum.

We are also proud to have won the Customer Facing Digital Capabilities – South-East Asia category for three consecutive years, demonstrating our commitment to creating an ecosystem powered by digital tools and solutions that clients can use on demand. We continued to enhance our client facing capabilities by expanding customer journeys and deepening the functionality we offer, including the introduction of Authenticated Chat for GPB Chat.

With over 77 years of history in Asia, our trustee business stands as a trusted experts and partners in multi-generational wealth. We have one of the largest wealth planning and advisory teams in Asia, providing expert advice in wealth and succession planning, philanthropy, family governance and family office advisory.

Through our Investment and Wealth Solutions team, we offer a comprehensive suite of solutions to serve our clients' asset allocation and diversification needs. We are also able to leverage our strong balance sheet to provide tailored credit advisory solutions for clients, with a wide spectrum of credit products and services from traditional

Lombard facilities, mortgages and single stock, to trophy assets, lending against alternative investments and private equities.

## Please describe how your colleagues made a difference?

At HSBC, we have a strong client focus and a highly collaborative culture that empower our people to try new ideas, speak up and make decisions, which I believe truly sets us apart from the competition. In addition to our team of high-calibre frontline staff and support teams within Global Private Banking, the hard work behind the scenes by our partners at other business verticals including Commercial Banking and Global Banking and Markets, is essential to providing the best-in-class client experience.

## What are you going to do to remain competitive and stay ahead?

We remain resolute in our ambition to be the world's leading wealth manager and global private bank for Asian and International clients and entrepreneurs.

To deliver on our strategy, we are committed to deepening our group and international connectivity to benefit clients whose needs dictate more complex one-bank solutions, or whose reach and ambition go beyond the region. Our ability to help clients diversify risk and allocate assets globally, while seizing business and private wealth opportunities from a holistic perspective, is why we are the primary manager for many entrepreneurs in Asia.

Our client-centric and comprehensive approach to wealth planning and advisory services continues to address clients' succession needs. We have also made significant progress in our offerings for ultra-high-net-worth clients, providing family office clients access to institutionalised services and products at speed.

When it comes to  
maximising potential,



perspective  
is everything

Every move you make defines your path. You need a partner who can help you to see beyond volatility, and help you assess all the angles. A partner who can look across borders, across boardrooms, and across generations. With our expertise in investing and wealth planning, we can support your purpose now and for the future.

Take the next step, speak to us today.  
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**HSBC**

| Opening up a world of opportunity

**Global Private Banking**

# Building Trust, Delivering Solutions: The Key To Our Client-Centric Success



**Brent York**  
Global Head  
**HSBC Trust and Fiduciary Services**



**HSBC Trustee** has over 77 years' history in helping families worldwide preserve their wealth and legacy across generations. Many of our client relationships span over 50 years and four generations. We specialise in establishing and administering private and charitable trusts, handling complex assets including real estate and family businesses.

## What was the winning formula of your firm/you that explains why you won?

Our success centres around an unwavering commitment to client service and building deep, trusting relationships. We make it a priority to truly understand the unique needs and challenges facing each of our clients, and then tailor our approach accordingly to deliver relevant solutions that cater to their diverse needs.

Trust is the bedrock of sustainable relationships. Our experienced and dedicated trust relationship management teams, strategically located and assigned to each client, who provide global and local solutions to cater to multi-generational families, business owners and philanthropists, are the foundation of our business. This consultative, personalised approach combined with our robust global solutions, is key to differentiate us from the competition.

## Please describe how your colleagues made a difference

Our trust relationship managers go above and beyond to deeply understand and anticipate the evolving needs of our clients, providing support that extended far beyond daily concerns to encompass family business continuity and growth, empowering families to thrive and preserve wealth for future generations.

We have a platform of dedicated in-house expertise including qualified professionals who collaborate across teams and regions. This includes legal, tax and compliance specialists. Every colleague played a vital role in this endeavour.

And most importantly, it is our culture to 'open-up-opportunities' for our clients by connecting clients to all of the HSBC group with global solutions. Our colleagues work seamlessly with the wider bank group, sharing knowledge to devise holistic, one-stop solutions for our clients. This cohesive, high-performing team dynamic is central to earning the trust and loyalty of our clients.

## What are you going to do to remain competitive and stay ahead?

We are focused on constantly improving what we do. The world is changing so fast these days - technological, environmental, geopolitical, regulatory, and social changes reshape the future of wealth and legacy planning at an exponential rate. Evolving and staying tightly connected to our clients, reacting quickly in an ever-changing, fast paced environment is essential. Being aligned with our clients and striking balance on market trends and personal needs, is critical to ensuring solutions remain compliant.

## Where do you see the wealth management industry and your part of it going in the next five years?

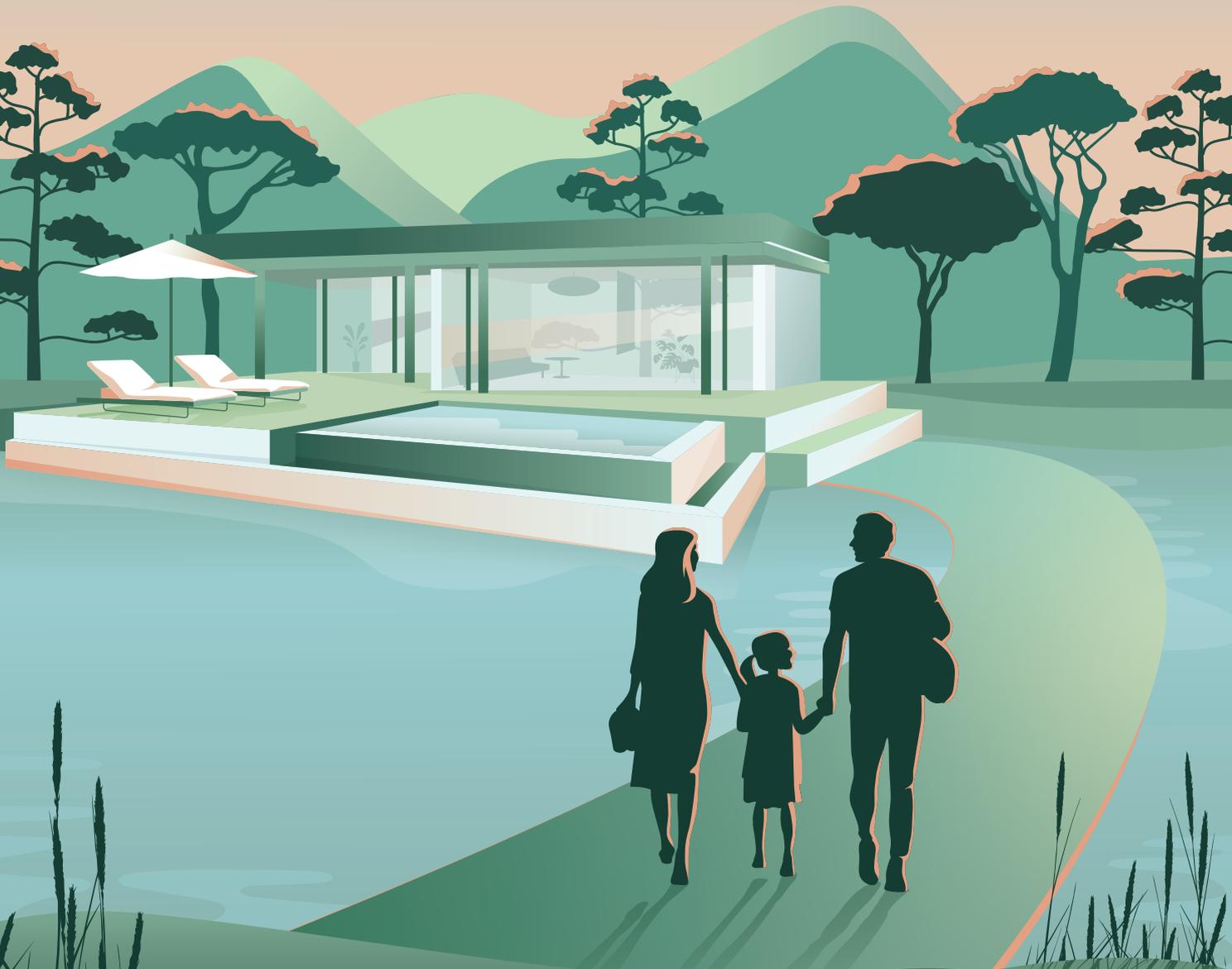
We are at the beginning of a new wave of demand for trust services. The next ten years will see substantial wealth transfer occurring globally with an aging population, particularly in Asia.

Families are increasingly becoming more internationally dispersed which adds additional dimensions and considerations to multi-jurisdictional succession planning. More of our clients seek to work with a partner that recognises wealth isn't measured purely by its monetary value, but also by values.

We are committed to staying ahead of all these shifts, and providing our clients with personalised and innovative solutions from a global perspective by putting our clients first, adopting to their evolving needs and leveraging our advantage as part of the HSBC Group.

CA Indosuez (Switzerland) SA, Legal form: limited-liability company (société anonyme) under Swiss law with share capital of CHF 1,025,946,000. Registered office: 4 Quai Général Guisan, 1204 Geneva, Switzerland.  
CA Indosuez (Switzerland) SA is authorised as a bank and Securities Firm by the Swiss financial markets authority (FINMA), which also supervises its activities.

# WE FOCUS ON RESPONSIBLE FINANCE SO YOU CAN FOCUS ON SUSTAINABLE WEALTH.



## *Architects of Wealth*

Shaped by more than 150 years of experience supporting families and entrepreneurs around the world, Indosuez Wealth Management offers a tailor-made approach that allows its clients to build, manage, protect and pass on their wealth according to their goals and ambitions. In coordination with the Cr dit Agricole group, its employees are committed to addressing environmental, social, and governance issues to pursue consistent progress and ceaseless value creation. Indosuez Wealth Management is the global wealth management brand of the Cr dit Agricole group and is present in Singapore and Hong Kong via CA Indosuez (Switzerland) SA, Singapore Branch and Hong Kong Branch. As a whole, the Indosuez Wealth Management group is present in 16 locations and counts nearly 4'500 employees.

CA Indosuez (Switzerland) SA, Singapore Branch - Incorporated in Switzerland with members' limited liability, 168 Robinson Road #23-03 Capital Tower, Singapore 068912

CA Indosuez (Switzerland) SA, Hong Kong Branch - Incorporated in Switzerland with members' limited liability, 29th Floor, Two Pacific Place, 88 Queensway, Admiralty, Hong Kong SAR

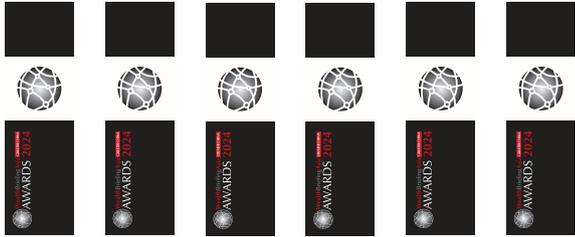
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 **INDOSUEZ**  
WEALTH MANAGEMENT

CR DIT AGRICOLE GROUP

# By Focusing On The Client, Indosuez Continues To Shine & Sustain Impressive Momentum

**Arjan de Boer** (second from left)  
Head of Markets, Investments  
& Structuring, Asia  
**Indosuez Wealth Management**



*Winner*

- **Alternatives Provider**
- **SRI Offering**
- **Private Equity Provider**
- **UHNW Team**
- **FX Solution Provider (South-East Asia)**
- **Diversity in Wealth Management**

## What was the winning formula of your firm/you that explains why you won?

Indosuez Wealth Management's strength lies in our long-term view of our clients' wealth where we adopt a prudent approach to grow their wealth sustainably. We see this as a marathon, not a sprint to ensure that we stay the course of our clients' financial investment journeys.

As the private banking arm of the Crédit Agricole Group, clients can draw on our well established network, access a wide and sophisticated array of products including funds from our sister entity Amundi, and tap on our global expertise. This is complemented by local insights provided by our teams in the local markets, enabling us to craft bespoke wealth solutions to meet our clients' needs.

With the largest wealth transfer in history currently underway, the importance of attracting top talent to capture this market cannot be underestimated. To this end, over the past two years, we have put specific emphasis on strengthening both our team of investment specialists as well as front office teams, bringing on board seasoned senior bankers in various markets. Our people also regularly speak and participate in various industry events, further enhancing our brand awareness and accentuating our strength in various product segments.



That we won six *WealthBriefingAsia* awards this year – a record – and amidst stiff competition, speaks volumes about our teams' expertise. Moreover, our wins are across diverse categories, ranging from alternative investments, FX and UHNWI to ESG and Diversity. This underlines our teams' varied strengths and depth. It also solidifies our commitment to conduct business with a long-term perspective and in a sustainable manner.

## What are you going to do to remain competitive and stay ahead?

The pandemic has brought into sharp relief the desire and need for direct in person connections. Wealth management is a personalised, high-touch business and our focus on closely engaging with our clients is more critical than ever. Indosuez has a razor-sharp focus to continually grow, expand and adapt to meet our clients' expectations at various points of their financial investment journeys. We also maintain focus on core investments, including building on DPM and private equity to stay ahead of clients' evolving needs.

And of course, as one of the very early movers in the ESG space, we provide our clients with detailed ESG scores in their portfolio statements since 2015, which forms the basis of discussions and investment decisions relating to ESG.

Our teams are now organised by distinct market segments - Southeast Asia and North Asia, UHNWI and NRI/EAM teams. As mentioned earlier, we have appointed a number of senior bankers over the past two years and still looking to grow our teams appropriately. And needless to say, we will continue to invest in training our front office teams, both bankers and investment specialists.

Sustainable growth and profitability continue to be the focus in growing our business – we enjoyed strong net inflows at double-digits over the past three years, especially in the last 12 to 18 months.



# Meet the future of financial services

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Winner



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Innovative Client Solution  
Client Communication Solution or Tool

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# InvestCloud: Pioneering The Future Of Wealth Management In APAC With GenAI Innovation



**Boris Rankov**  
Head of Product  
EMEA and APAC  
**InvestCloud**

InvestCloud is a leading global software company that specialises in digital transformation for the wealth management sector. The company currently serves over 550 direct clients, including banks, wealth managers, private banks, and asset managers, and supports more than \$6 trillion in assets. InvestCloud offers digital client and advisor experiences, as well as tools that enable the development of front-office wealth management solutions, trade execution, accounting, model management, and performance investment solutions. This results in best-in-class experiences and operations for the wealth and asset management industry. InvestCloud is headquartered in Los Angeles and has offices worldwide, including in the United States, Canada, the United Kingdom, Switzerland, Italy, Singapore, Japan, and Australia.

## Shaping the Future: InvestCloud's Trailblazing Journey in APAC Wealth Management

The wealth management landscape in Asia-Pacific (APAC) is undergoing a transformative era, driven by rapid technological advancements and evolving client expectations. InvestCloud, a pioneer in digital wealth management solutions, is at the forefront of this change. Our commitment to innovation, deeply ingrained in our DNA, has been recognised with prestigious awards in three categories: Client Lifecycle Management, Innovative Client Solution, and Client Communication. These awards highlight our leadership in advancing financial technology solutions. These solutions help advisors provide advice across the wealth continuum and assist banks in the transition to fee-based advice by providing relevant and timely advice at scale.

### The Winning Formula

InvestCloud's journey to excellence is anchored in our strategic vision to blend advanced technology with client-centric solutions. We are exploring the potential of Generative AI (GenAI) in our research and development initiatives to further revolutionise how we interact with data and enhance digital interactions on our

platforms. While these developments are promising, our use of AI today focuses on enhancing informed decision-making for advisors and clients through systems like Next Best Action.

### Innovative Strategies to Stay Competitive

To stay competitive in the dynamic APAC market, we are continually advancing our technological capabilities, focusing on deepening the integration of AI within our digital platforms as part of our R&D efforts. This approach not only aims to enhance the advisor and client experiences by providing tailored solutions but also ensures operational efficiency and scalability. Our agility allows us to quickly adapt to market evolutions, maintaining our leadership position.

### Overcoming Challenges Through Agile Innovation

Navigating the diverse regulatory environments across APAC presents challenges, requiring a nuanced approach to technology deployment. InvestCloud has thrived by leveraging our global expertise while ensuring local relevance, integrating emerging technologies like GenAI into our solutions to stay ahead in a competitive and fast-moving market.

### The Impact of Recognition

Winning these awards reinforces our position as industry leaders and serves as a catalyst for future growth. It enhances our brand, attracts top talent, and deepens client trust. This recognition not only celebrates our achievements but also opens doors to new opportunities and partnerships in the APAC region.

### Vision for the Future

Over the next five years, we envision a wealth management industry deeply interconnected with technology, where decision-making is augmented by AI-driven insights. InvestCloud is committed to driving innovations that anticipate client needs, ensuring our clients are well-equipped to meet the challenges of tomorrow's financial landscape.







# Secure Your Family's Future

*We provide independent holistic advice on wealth preservation, succession planning and family wellness to give our clients peace of mind and to ensure harmony through generations.*



## Legacy

### Tailored Succession Advisory

- Succession Consulting
- Family Office
- Independent Director
- Professional Protector

## Wealth

### Independent Investment Advisory

- Full Alignment to Clients
- Simple and Transparent
- Reduce Costs
- Investment Oversight

## Wellness

- Family Wellness Programs
- Empowerment Events
- One-to-one coaching



Legacy  
Wealth  
Advisors

Contact us at:

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[www.thelegacywealthadvisors.com](http://www.thelegacywealthadvisors.com)

# Wealth Is About More Than Money



**Elizabeth Hart**  
CEO & Founder  
**Legacy Wealth Advisors**  
**Pte Ltd**



## **Congratulations on winning the WealthBriefingAsia Award 2024 for 'Independent Wealth Manager, South-East Asia'.**

### **What was the winning formula of your firm that explains why you won?**

Legacy Wealth Advisors is a boutique firm providing independent holistic advice on wealth management, succession planning & family wellness to support wealthy families to ensure harmony through generations.

Our winning formula and what sets us apart is that Legacy Wealth Advisors, and its sister company The Life Academy, have developed a unique holistic approach, which puts the client back to the centre, gives them peace of mind and is having a meaningful impact on their lives.

Our services bring together:

*a) Wealth management to preserve and prudently grow wealth.*

We provide independent investment advice across our clients' wealth, being fully aligned with clients without conflicts of interest.

*b) Succession planning to create a smooth transition of wealth.*

We provide independent holistic succession consulting, creating bespoke structuring solutions to ensure a smooth transition of wealth.

*c) Family wellness to ensure harmony through generations.*

We provide bespoke family wellness programs to enhance family relationships, support the proactive well-being of family members and to prepare the next generation for being future wealth owners.

We are delighted to win this award which is an important recognition of our dedication and hard work.

### **If there's one thing you would like to change about the wealth management industry, what would it be?**

I have identified an accelerating trend in the industry to prioritise the requirements of the regulator and the objectives of the shareholders. I understand, as these are two stakeholders who are vocal about their needs. However, another important group of stakeholders are clients. With increasing complexity and demands in our industry, it's easy for businesses to lose sight of the purpose of it all, which is to help clients.

After over 30 years in senior roles within wealth management. I founded Legacy Wealth Advisors following a calling to put clients back to the centre of attention.

### **By focusing on clients, we can bespoke solutions to meet their exact requirements, without compromise.**

In the industry, I would like to see greater consideration given to the needs of the clients. As Donald P. Coduto said "The most important thing is to keep the most important thing the most important thing".

### **What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?**

One key challenge was having the courage to create a unique offering to focus on more than monetary returns. In my view, wealth is about more than money. There are many examples of families who have lots of money but they are not wealthy because they are not in harmony with themselves, their families, and the world around them.

By not giving up and having the courage to do things differently, I have found my own purpose and the missing piece to provide clients with a truly holistic offering.



engine.

The hummingbird is part of a powerful natural engine, essential for driving food production.

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PRIVATE CLIENTS  
ASSET MANAGEMENT  
TECHNOLOGY



# Revolutionising Wealth Management - Where Tradition Meets Innovation



Lombard Odier is the private bank of choice for clients seeking an innovative and tailored approach to wealth management. Since 1796, we have understood that each client has different demands and individual goals. We aim to protect and grow our clients' assets, guided by our Rethink Everything philosophy. Our agile responses to changing economic and political conditions have delivered over 200 years of stability. We believe in human relationships, powered by cutting-edge technology and innovative investment.

## What was the winning formula of your firm/you that explains why you won?

Here in Asia, we are razor-focused in what we do – we are focused on our core strengths in holistic investment solutions and family services advisory; fostering strong strategic alliances with some of Asia-Pacific's finest financial institutions, and advancing our leadership in sustainability.

We are particularly pleased with the categories of awards we have won as they truly reflect the depths of our expertise and what we stand for in Asia. We are proud to celebrate over 35 years in Asia, with offices in Singapore, Hong Kong and Tokyo.

We have deep expertise in providing bespoke investment solutions, and our strength in sustainable investing – going beyond ESG, taking a forward-looking approach, and our bench strength of sustainable expert – is a key differentiator for clients.

Our comprehensive wealth planning services are provided by our team of strong in-house experts and external partners. Furthermore, our long history as a family business means we have first-hand understanding of our clients and their needs, which sets us apart from some of our competitors here in Asia.

## Please describe how your colleagues made a difference?

These awards are a testament that the hard work that our teams have put in have borne fruits. It is also a recognition of our success working seamlessly across all our three offices in Singapore, Hong Kong and Tokyo, collaborating and building synergies by sharing our knowledge, experience and even our networks.

Of course, these awards are really also a testament to the values that our colleagues uphold – of Excellence, Innovation, Respect, Integrity, and One Team. This has allowed us to continue forging strong and stable client relationships. It is thanks to the continued trust and support our clients place in us that has allowed us to be recognised, once again, as a strong private bank in the region, committed to delivering outstanding client service.

## What are you going to do to remain competitive and stay ahead?

At Lombard Odier, we are guided by our Rethink Everything® philosophy, and we will continue to do what we have done for the last 225 years – continuously rethink the ways we can improve and innovate in our changing environment, especially regarding the investment solutions for our clients.

Asia will continue to be a fast-growing economy and we are well-positioned to seize opportunities by leveraging our value proposition.

We are very thankful to reach this level of growth because of our outstanding teams of bankers, investments specialists, experts and support staff. We will continue to invest and optimise our talents' strengths in Asia. We look forward to scaling new heights as One Team Asia.

# YOUR TRUST INSPIRES US TOWARDS THE NEXT LEVEL

Every grain of trust you have bestowed has inspired us to elevate our award-winning private banking experience, cultivated with your aspirations at heart.

*Humanising*  
Financial Services



**Maybank**

**PRIVATE**

# People-Centricity Is Key To Successful Strategies



## Maybank Singapore Ltd

Maybank Private Bank's attainment of the prestigious award is rooted in its people-centric ethos, embodying a winning formula that hinges on recognising the pivotal role of its talented and motivated team in executing successful strategies. The bank's commitment to nurturing its workforce through investment in training, mentorship, and fostering a conducive work environment has been pivotal in unlocking the full potential of its employees.

The collective efforts of every colleague at Maybank Private have significantly contributed to the bank's success. Management has played a crucial role in imparting a clear shared vision and values, fostering a positive work culture where each team member can showcase their unique skills and expertise. Embracing continuous improvement and innovation has allowed the bank to overcome challenges and drive success in a dynamic industry landscape.

Remaining competitive and staying ahead in the wealth management industry necessitates leveraging existing strengths while continuously seeking avenues for expansion. Maybank Private's strategy revolves around refining internal processes, embracing new technologies, and staying attuned to industry trends to meet the evolving demands of its clientele.

Surpassing entrenched rivals posed challenges for Maybank Private, given its status as a relatively young entrant in the industry. However, the bank's focus on core competencies, crafting a unique value proposition tailored to Maybank customers, and a commitment to team and platform

growth enabled it to attract new customers and assets under management. Overcoming talent acquisition challenges through strategic hiring and skills upgrading further bolstered the bank's success trajectory.

The receipt of the award serves as a validation of the hard work, dedication, and innovation exhibited by everyone at Maybank Private. It not only enhances the bank's brand reputation but also validates its policies and practices, amplifying outreach and visibility to potential customers.

Looking ahead, Maybank Private anticipates significant growth and transformation in the wealth management industry, particularly in the Asian market. To capitalise on this growth trajectory, the bank aims to engage customers effectively, stay abreast of key trends such as digital transformation and ethical investing, and continuously enhance its offerings to deliver maximum value to clients.

Maybank Private's strategic initiatives in growth markets, such as Indonesia and Greater China, coupled with innovations in Islamic wealth banking and provision of holistic solutions, underscore its unwavering commitment to delivering exceptional wealth management services. Leveraging upon synergies across the Maybank Group between Global Banking, Commercial Banking Division and Wealth Management under the Community Financial Services; further amplifies the bank's capabilities, driving impressive growth while maintaining a resilient financial position amidst evolving market dynamics.



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# Investment Firms Embrace Generative AI: A Boon For Monitoring And Compliance

The financial services industry is undergoing a transformative shift, with artificial intelligence (AI) playing a central role. One of the most promising AI advancements is Generative AI, which has the ability to create entirely new data or content. Investment firms are starting to explore the potential of Generative AI to enhance their business dealings, particularly in the areas of monitoring, surveillance, and regulatory compliance.

## Monitoring and Surveillance

One of the primary areas that Generative AI provides value to investment firms is detecting anomalies. Generative AI can be trained on historical data to identify patterns of normal advisor activity which can then detect aberrant activity. This allows firms to detect potential red flags, such as unusual trading patterns or suspicious communication with clients, much faster than traditional methods.

By generating realistic hypothetical scenarios, Generative AI can help firms test and refine their surveillance processes. This can be particularly valuable in areas like fraud detection and market manipulation. Generative AI can automate the creation of reports on advisor activity and potential compliance issues. This frees up human compliance staff to focus on more complex investigations.

***The effectiveness of Generative AI models is highly dependent on the quality and quantity of data used for training. Biased datasets can lead to biased AI models, potentially amplifying existing inequalities in the financial system.***

## Compliance with Regulations

Regulatory Document Generation is another key role played by GenAI techniques. Generative AI can be used to generate regulatory reports and other compliance documents, saving firms significant time and resources. And since regulatory

landscapes are constantly evolving Generative AI can be trained to stay updated on new regulations and identify potential compliance risks associated with new investment products or strategies.

## Challenges and Considerations

While Generative AI offers exciting possibilities, implementing it effectively requires addressing some key challenges. The effectiveness of Generative AI models is highly dependent on the quality and quantity of data used for training. Biased datasets can lead to biased AI models, potentially amplifying existing inequalities in the financial system. Understanding how Generative AI models arrive at their conclusions is crucial. Firms need to ensure these models are transparent and explainable to maintain trust and mitigate potential regulatory concerns.

Generative AI is a powerful tool, but it should not replace human expertise. Firms still need experienced compliance professionals to interpret AI outputs and make informed decisions.

## Negative Aspects

Is job displacement an issue today? Automation through Generative AI may lead to job losses in compliance departments. This necessitates retraining and upskilling existing staff to adapt to new workflows. There may also be a potential for misuse. Like any powerful technology, Generative AI could be used for malicious purposes such as generating fraudulent documents or manipulating markets. Robust security measures are crucial to mitigate these risks.

## The Road Ahead

Generative AI holds immense potential for investment firms to enhance their monitoring, surveillance, and compliance capabilities. However, successful implementation requires careful consideration of data quality, bias, explain ability, and the role of human oversight. As the technology matures and regulatory frameworks adapt, Generative AI is poised to revolutionise how investment firms manage their business dealings and navigate the ever-changing regulatory landscape.



**Osvaldo Berrios**  
Compliance  
NICE Actimize



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Financial Times Group, 2023



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# Securing Wealth For Generations



**Scott Charlton**  
Senior Vice President,  
Head of Client  
Development – APAC  
**Northern Trust**

## What was the winning formula of your firm/what explains why you won?

Northern Trust was founded over 130 years ago. As such, Northern Trust has been committed to the private client segment since the founding of the company.

We know that billionaire families and their single-family offices have unique attributes that require a distinct service model. Their size, complexity, investment horizon, and need for advanced technology architecture sets them apart from the broader universe of wealth management.

As a result, Northern Trust created a specialised group over forty years ago to support institutional families of scale – the Global Family & Private Investment Offices (GFO) group. GFO is privileged to work with over 500 families, which includes more than 140 billionaire families worldwide.

With access to Northern Trust's global resources, GFO delivers a comprehensive range of asset servicing, investment, fiduciary, lending, technology, and advisory solutions tailored to global families and their single-family offices.

## What are you going to do to remain competitive and stay ahead?

We are very intentional about listening and learning, while seeking opportunities to convene groups of peers. GFO is privileged to work with families located in ten countries across the APAC region, which gives us a great foundation to learn from.

Northern Trust has had a presence in the region for over 25 years now by serving corporate and institutional clients. We're now leveraging that infrastructure and technology, along with our 40+ years of experience serving the world's largest families, to support families and family offices in the region.

The family office ecosystem here is evolving and growing, and the families and advisors we have met are keen to learn from other families. We bring these groups together for peer connectivity and learning opportunities, which in turn helps us think about how to improve our capabilities to continue meeting and exceeding our clients' expectations.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

Three themes stand out as common for our family office clients, which have helped us succeed by serving as a trusted advisor to our clients:

**Navigating Change:** many of the families we have met are business owners who are preparing for a generational transition in the family and the business. Letting go is hard. Preparing the next generation and planning for succession are top of mind for many.

**Global, diversified portfolios:** families have a truly global perspective when it comes to investing, and they seek advisors who share this view and can provide access and support across a globally diverse and multi-asset class portfolio.

**Professionalising the family office:** many family offices start as a small team inside the operating business. As the family and their complexity grows, they often separate the family office from the business and begin to put the structures in place to manage the family wealth as a business.

Many of the families I've met are in the process of formalising their family offices. Whether it is bringing on a new Chief Investment Officer or investing in technology to provide consolidated reporting for the family, we're seeing a focus on these professionalisation decisions.



# Private Client services

We recognise that every client is different and that individual requirements can change both in the short and long-term, as personal circumstances or, indeed, the wider world changes.

Our highly regarded teams provide entrepreneurial and dynamic bespoke solutions to protect, preserve and grow our clients' family wealth and businesses, built on a foundation of close and long-term trusted relationships.

## Our focus

- Private capital
- Philanthropy
- Contentious trusts & dispute resolution
- Lifestyle & luxury assets
- Succession planning
- Family office

## Our services

- Entity formation & administration
- Private trust & foundation services
- Private fund services
- Private company services
- Accounting & tax reporting
- Regulatory & compliance services
- Protector services

## Why Ocorian?



### Our expert team

We provide an unrivalled depth of expertise and scale within the team comprising of qualified lawyers, accountants, chartered tax advisers, real estate chartered surveyors, and investment qualified individuals.



### A commitment to understanding you

Our private client business has been established for over 50 years, building long-standing relationships with our clients, now working with the second and third generation of some families.



### Local experts, global reach

Our global presence means we can provide bespoke structures and services for our international families no matter where they live.



Contact  
our team

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[ocorian.com/private-client-services](https://ocorian.com/private-client-services)

# How Does The Past Impact The Future? Ocorian's 2030 Trustee Insights



**Novia Lu**  
Director, Business Development APAC  
**Ocorian**



## What was the winning formula of your firm that explains why you won?

Ocorian's 2030 Trustee campaign is based on three moments in time, the financial crash of 2008, the post-COVID-19 landscape of today, and the envisioned future of 2030. We looked at how the trust industry, its professionals, and our clients have changed during this time, and anticipate the trends that will define our future.

The nine stage campaign series benefited from the expertise and dedication of our Private Client team globally who provided their insights from client conversations and highlighted how Ocorian is adapting to ensure we are aligned with our clients' requirements both now and in the future.

The campaign was truly global and was also targeted into the APAC region with additional content focused on the region.

In particular, Novia Lu, (Business Development Director – APAC), explores the evolving landscape of wealth in the APAC region post-COVID-19, particularly focusing on the rising influence and affluence of China and the adaptations across the broader APAC region to new global realities.

## Please describe how your colleagues made a difference?

At Ocorian, we are incredibly lucky to work with a strategic and super smart marketing and communications team who truly partner and work in lock step with the business. Together we drove the success of our 2030 Trustee campaign and it is proving to be a market differentiator for us.

Our CEO, Chantal Free is to be congratulated for her vision and ambition. It's an incredibly exciting time for our whole team as we enter an era of new growth for our business not only in Asia but globally.

## Where do you see the wealth management industry and your part of it going in the next five years?

Wealth is on the rise across much of the APAC region, and has been since before the financial crash of 2008. This is broadly in line with global trends, but APAC's base point needs to be considered, as this is what has led to a recent eye-catching claim from HSBC that wealth in Asia (excluding Japan) could surpass that in the US by 2025.

As wealth grows it means more UHNWIs are emerging, it stands to reason that the private client industry will see large increases in client numbers over the next five years and beyond.

The job of the private client professional has, in recent years, been one of an educator. Traditionally, much wealth planning in the region was solely focused on investment portfolios, and indeed those remain a keen area of interest, especially as China, in particular, has become a little more expansive in channelling investment.

But as families and UHNWIs turn their attention to wealth and asset protection and preservation, the region is experiencing a boom in sophisticated structuring.

APAC was not previously overly familiar with trusts, which were seen as unnecessary for the most part. But with shifting geopolitics, trusts are coming to be seen as a very secure solution for protecting assets.

At Ocorian, our Asian presence is centred on Hong Kong and Singapore, but we work with clients across the region and beyond.

Our global footprint is a huge advantage; we have expertise and experience in the structures we offer to families and UHNWIs in the region. We are familiar with trusts and other vehicles and clients like knowing that we are advising them from a position of great knowledge.



WINNER  
Family Wealth Advisory Offering

Panhe Family Office



WINNER  
Chairperson

Andrew Yen - Panhe Family Office

# WealthBriefingAsia Greater China Awards 2024

## Panhe Family Office

### Family Wealth Advisory Offering Chairperson for Andrew Yen



**Andrew Yen**  
**Founder of Panhe Family Office**

Strategic consultant for the sustained and healthy  
development of Chinese entrepreneur families.



磐合家族辦公室  
PANHE FAMILY OFFICE

# Strategic Consultant For The Sustainable And Healthy Development Of Chinese Enterprise Families



**Andrew Yen**  
Chairman and CEO  
**Panhe Family Office**



**P**anhe Family Office was founded by Andrew Yen (Dr. Yen) in 2013. It is a multi-family office focusing on family wealth preservation and family succession.

Panhe has rich practical experience and accumulated a lot of service theory. The enterprise family clients served by Panhe are located in the mainland of China, Hong Kong, Taiwan, Singapore, Thailand, Vietnam Malaysia and other countries and regions. Panhe's family clients not only have families who have passed down the succession from one generation to the second generation, and the second generation to the third generation, but also from the fourth generation to the fifth generation. The intergenerational span of Panhe's services is extremely long, covering multiple succession generations. Panhe can provide families in the early stages of succession with already-practiced succession experience. The total assets of family clients range from 5 billion to 100 billion, involving different industries such as mining, real estate, textile manufacturing, construction industry, the Internet of Things, etc. Panhe has served more than 300 Chinese enterprise families, and more than 30 families have employed Panhe as family consultants on a regular basis.

Panhe was jointly established by multiple partners from UBS, JP Morgan and Portcullis Group, etc. The average senior management team has more than 25 years of experience. The team includes senior private bankers, CFA, CPA, lawyers, investment experts, trust experts and other industry elites, and can provide families with comprehensive and valuable succeed solutions.

Panhe has cooperated extensively with academia. Panhe executives have been invited to give lectures at China Europe International Business School (CEIBS), Taiwan University,

Peking University, Zhejiang University etc. PanHe and the Wealth Management Center of China Europe International Business School jointly established the CEIBS-PanHe Practice Workstation, which aims to study the current situation of family offices in China, hoping to improve industry standards and enhance the professionalism of family offices.

Panhe is one of the few consulting organisations that provide comprehensive solutions to the preservation, growth and succession of both onshore and offshore wealth. Panhe achieves healthy succession of family wealth by focusing on Defense, Offense, Succession, following the four-step working procedures of Diagnosis, Treatment, Rehabilitation and Healthcare, and running its self-developed FO-Ten-Modules to go through defense structure, identity planning, tax planning, family fund, investment portfolio management, family business transformation, family governance, family office, family charity, and new generation cultivation, so as to identify various risks in family wealth succession, make solution plans, and assist in their implementation.

What is also unique about Panhe is that Panhe is willing to enable enterprise families. In the process of serving family succession, Panhe continues to cultivate family members' ability to handle family succession affairs through one-to-one, one-to-many training and other methods, assists families in establishing their own family succession system, and has ability to operate this system for a long time.

Panhe has a profound international background. It is the only family office strategic partner of the Rockefeller Global Family Office in Greater China.

# BUILDING WEALTH WITH WISDOM

serving and assisting customers with their wealth requirements backed by deep understanding validated by research, knowledge driven insights and decades of experience.

## COMPREHENSIVE WEALTH PROPOSITION

- Research
- Investment & Asset Allocation Advisory
- Product Ideation & Diligence
- Alpha Ideas & Deals
- Pro Equities Brokerage
- Multi-family Office Services

# Crafting Success Through Vision, Talent, And Innovation



**Arpita Vinay**  
Managing Director and Co-CEO  
**Spark PWM Pvt. Ltd.**



## What was the winning formula of your firm/you that explains why you won?

At Spark PWM, we were able to develop a long term vision for the company, assemble industry's best talent, and design a product proposition that was unique in the market. We offer a holistic proposition that integrates the Group's Equity Research DNA and Investment Banking, and Asset Management expertise to curate bespoke solutions for the clients. Our personalised and strategic offerings, with a focus on simplicity, transparency, and client-centric solutions, have positioned us as a holistic wealth management provider.

Our robust Investment Policy Framework, backed by extensive research and superior execution capabilities, has made us stand out in the crowd and enabled us to deliver industry-best wealth solutions.

We have also capitalised on emerging trends in the wealth management space, and our agility and resilience are paving the way for the future. We are committed to assist Affluent Families, Business Owners/Promoters, Family Offices, New Age Entrepreneurs, and CXOs in navigating the complexities of the financial landscape with confidence. Our tailored offerings aim to facilitate the creation, preservation, and transition of wealth across generations.

## Please describe how your colleagues made a difference?

Each member of our team at Spark PWM brings a wealth of experience to the table, contributing to our ability to extend our reach into newer segments and markets. With the expertise of our Relationship Managers (RMs) alongside Spark PWM's unique product offerings, we've successfully migrated 80 to 90% of

customers from each RM's network. This speaks about the value proposition we offer, alongside the long-term trust and faith that customers have built with our RMs, who are proud members of the team.

From a 60-member team last year, we are now a team of 300 plus, a testament to the strong foundation of our company and our long-term vision of becoming one of the leading players in India. Our key strength lies in our ecosystem of research and knowledge, as well as the dedication of our teams towards sustaining a growth trajectory.

## What are you going to do to remain competitive and stay ahead?

First and foremost, our culture of inclusive growth, with people at the center of every decision and value creation story, is poised to propel us forward for years to come. As a Spark PWM employee, we inherently garner market respect, earned through our unwavering commitment and dedication to providing our clientele with the best industry services.

Our product capabilities and propositions have empowered us to challenge the biggest and largest firms in the market, and win mandates. This has been possible with our team remaining focused on developing innovative offerings for our clientele.

Expansion to newer countries and building networks within existing markets will be at the top of our agenda to cater to new segments and markets. Spark PWM will largely focus on three key market segments, including HNIs or UHNIs, family offices, and corporate treasuries. Our underlying strategy will be to stay relevant in all stages of discussion with our clientele.

## How do you hope your firm will benefit from getting this award?

The *WealthBriefingAsia* awards are prestigious and widely recognised across the Asian region and beyond. Winning this award not only brings us recognition for our achievements but also applauds our success within the industry. Additionally, it helps attract prospective talent and clientele who value excellence and innovation in wealth management.

## Legal opinion, clearly expressed

We are a forward-thinking private wealth legal team in Asia advising individuals, families, and their businesses. We support clients on their personal and business affairs, succession and legacy planning, and cross-jurisdictional tax exposure.

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# Guiding Global Families Through Shifting Legal And Tax Landscapes



## Ross Davidson

Asia Pacific Based Private Wealth Lawyer

**Stephenson Harwood**



**S**tephenson Harwood is a law firm with over 1300 people worldwide. Our headquarters are in London, with eight offices across Asia, Europe, and the Middle East.

### What was the winning formula of your firm/you that explains why you won?

Combining technical expertise and an international mindset with strong empathy for clients and colleagues has been a winning formula. I advise on cross-border tax and estate planning, often for busy entrepreneurial clients with complex businesses, international investments, and trusts. I take the time to understand each client's unique circumstances, goals, and values, ensuring that the advice and solutions are tailored and sensitive to their needs.

My varied experiences within the wealth management industry over the past 13 years, gained at leading international law firms, a Big 4 accountancy firm, and a private bank, have enabled me to hone my skills. This unique combination of experiences allows me to approach problems from multiple angles and translate complex legal and tax issues into understandable and efficient solutions that meet the client's objectives.

Additionally, having studied and worked abroad has allowed me to pick up conversational Mandarin and Italian. This enables me to connect with internationally mobile clients and operate across different cultures and legal systems, often serving as a trusted advisor on their worldwide interests and assets spanning multiple jurisdictions.

### What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

One of the key challenges has been navigating the rapidly evolving regulatory landscape for wealth management, particularly in terms of international tax laws and their application

to private wealth structures. Advising on these areas of law requires constant learning and an adaptable mindset. In the 13 years since I started private wealth work, I've experienced significant changes, including the introduction and closure of tax disclosure facilities, the implementation of the Common Reporting Standard, and the recent proposed abolition of the UK's "non-dom" tax regime. A commitment to lifelong learning is essential to succeed in the wealth management industry.

### Who inspires you, either inside or outside your organisation?

I am fortunate to be surrounded by many inspiring colleagues at Stephenson Harwood. One colleague who I have had the privilege of working with for over 10 years is Jonathan Conder. Jonathan has built an impressive career acting for global families, demonstrating a genuine passion for advising families on complex matters, a dedication to developing a leading international tax and trust offering, and a commitment to training and mentoring colleagues. Outside the firm, my parents continue to inspire me, having instilled core values of curiosity, empathy, and a strong work ethic.

### Where do you see the wealth management industry and your part of it going in the next five years?

In the next five years, I expect the wealth management industry to become increasingly globalised and technology driven. The growing mobility of high-net-worth individuals and families will heighten the demand for advisors with cross-border expertise who can coordinate sophisticated, multi-jurisdictional solutions. At the same time, the proliferation of digital tools and artificial intelligence will transform the client experience, requiring advisors to enhance their technological capabilities. However, the human element will remain crucial, with the ability to build trusted relationships and deliver personalised, empathetic guidance and support being key.



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We design **customized** solutions based on each client's unique context to maximize interest from cash holdings & protect against currency volatility with our FX Hedging product suite.



**WINNER**  
*Based in Hong Kong*

**SystematicEdge Limited**



**WINNER**  
*FX Solution Provider (Greater China)*

**SystematicEdge Limited**

# SystematicEdge Wins Prestigious Awards For Innovative Investment & Multi-Currency Treasury Solutions



**Rosemary Goater** - Chairwoman  
**Alain Groshens** - CEO  
**SystematicEdge Limited**

*"SystematicEdge's Multi-Currency Treasury Solutions are customized based on each client's unique context to maximise interest from cash holdings & protect against currency volatility."*

## **Please explain why you think your firm has been able to achieve a high level of success?**

SystematicEdge is focused on what we do best: Providing Investment & Multi-Currency Treasury Solutions with the goal of preserving capital, maximising returns, and minimising costs. We are a Hong Kong based Asset & Wealth Manager, SFC licensed for asset management and advising on securities. Our clients are professional investors: High-Net-Worth Individuals, Corporations and Financial Institutions. We have three lines of business that come together to create an accretive, holistic solution for our clients' assets:

**Multi-Currency Treasury Solutions:** We design customised solutions based on each client's unique context to maximise interest from cash holdings & protect against currency volatility with our FX Hedging product suite. These solutions have won this year's, 2024, WBA FX Solutions Provider award for Greater China.

**Investment Management:** We use our flagship portfolios as building blocks across asset classes and integrate themes, sectors, and regional allocations based on investors' return objectives, risk profiles, and theme preferences. All our portfolios are managed using our proprietary systematic process, which is rules based, in order to systematically accumulate asset income and capital gains. We believe a systematic process is fundamental in best practice investing. Our proprietary systematic process and solutions have helped us to win *WealthBriefingAsia's* 2023 'Best Hong Kong based External Asset Manager' award.

**Wealth Management:** Our team has extensive experience safeguarding and growing client wealth across borders and generations. As independent advisers and managers, our interests are aligned only with our clients. With quantitative research, a systematic process and decades of experience, we lead a discovery process that helps us to create and execute on a clear plan for our clients' wealth.

## **Where do you see the wealth management industry and your part of it going in the next five years?**

We believe traditional financial services firms are at an inflection point. In this new asset & wealth management paradigm, we use technology to deliver high performing, systematic, investment and currency management solutions to our clients in order to maximise risk adjusted returns and massively compress financial costs. We design, implement & manage, in house, our own solutions which allows us to customise them for our clients for a fraction of the cost of a "traditional financial services firm". Over the next five years, we aim to continue to increase the use of technology, combining it with our team's quantitative global markets expertise, in order to bring increased financial benefit to our current and future clients.

## **From whom and what do you get inspiration? Where do you get your ideas?**

As a client centric organisation, inspiration comes from our clients' needs, for whom we work to design optimal solutions.

To illustrate how we work with clients that have Multi-Currency Treasury Management needs, let us give you an example. As you know, many SMEs based in Hong Kong conduct cross border business and need to understand the best solutions to improve interest on multi-currency cash holdings and mitigate currency risk. After a thorough cash flow analysis, we outline the objectives and costs of different solutions, to help the client make an informed decision on how to improve their profit margins by earning interest on idle cash in a flexible manner, reducing financial costs and protecting them from currency volatility.



# Empowering Institutions to Trade and Manage Digital Assets

Talos's portfolio management system allows institutions to build, implement and manage digital asset portfolios with precision and at scale.



Discover how Talos's integrated platform can support you across the investment lifecycle.

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- RISK AND RETURN ATTRIBUTION
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**TALOS**

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# How Talos Empowers Institutions To Trade And Manage Digital Assets



**Anton Katz**  
Co-Founder and CEO  
**Talos**



## What was the winning formula that explains why Talos won in Portfolio Management?

As a growing number of institutions are looking to gain exposure to digital assets, they are quickly realising the challenges of accessing this complex ecosystem. The platforms of the past weren't built for digital assets, so we designed a digital assets trading platform specifically for institutions that supports the entire trade lifecycle – from liquidity sourcing and price discovery, to trading and settlement. Building institutional trading platforms is in our DNA, as our team has built many of the systems that institutions are familiar with from traditional asset classes.

In addition to building a sophisticated EMS [execution management system], we always recognised institutions' need for a sophisticated PMS [portfolio management system] – including tools for institutions to construct, test and optimise their portfolios, while managing positions, treasury and risk, all in one platform. So we developed these tools in combination with the best-in-class technologies, including through acquisitions of D3X Systems for portfolio engineering and Cloudwall for digital asset risk management. We believe this award reflects Talos's progress to date.

## What are you going to do to remain competitive and stay ahead?

Talos provides a true one-stop technology shop for institutional players looking to interact with crypto. As the digital assets domain evolves, we are always open to partnerships of any form to provide a better service to our clients. There are phenomenal teams out there building great products, and we have a number of exploratory conversations going on around how we can provide

their services to the global community of Talos clients.

Of note, we recently acquired Skolem, a technology company known for enabling institutional investors to access decentralised finance (DeFi) markets safely and effectively. This acquisition will help Talos expand our on-chain capabilities and provide clients with access to additional DeFi liquidity pools as well as expand our PMS offering to include DeFi services. A number of our clients are interested in accessing such capabilities to diversify their investment strategies or in turn, provide such capabilities to their customers via our White Label offering.

## Where do you see the wealth management industry, and your part in it, going?

The wealth management industry is undergoing a profound transformation driven by technology and the rise of digital assets. As the asset class matures and regulatory frameworks become more clear, we see investor confidence continuing to strengthen. As adoption grows, we anticipate greater demand for more diversified crypto asset investment strategies, and more sophisticated and integrated technology platforms.

Furthermore, the emergence of DeFi is creating new avenues for liquidity and new opportunities for investment. Talos is well-positioned to help institutional investors safely navigate and leverage the institutional use cases in the DeFi markets.

Lastly, we see interest in tokenised assets continuing to grow. At Talos, we believe in a future where all assets will be digital assets or traded on digital rails.

*Talos disclaimer: Talos is not an investment advisor or broker/dealer. This document and information do not constitute an offer to buy or sell, or a promotion or recommendation of, any digital asset, security, derivative, commodity, financial instrument or product or trading strategy. This document and information are not intended to constitute investment advice or a recommendation to make (or refrain from making) any kind of investment decision and may not be relied on as such.*



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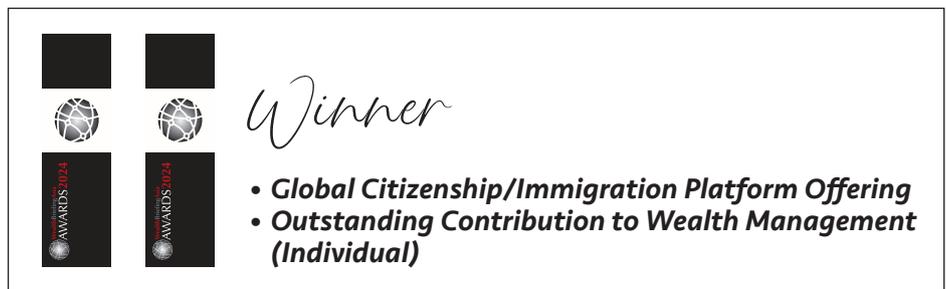
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# How Hard Work, Integrity & Teamwork Propelled Taurus To Success In Wealth Management



**Mandeep Nalwa**  
 Founder and CEO  
**Taurus Wealth Advisors Pte Ltd**



## What was the winning formula of your firm/you that explains why you won?

Hardwork, integrity, a complete willingness to fail and learn from that failure, the support of extremely dedicated colleagues and the belief in me by my loved ones have probably been the most critical components of my journey in wealth management. In a career of many years, one can only observe, learn, implement, fail, try again and hopefully succeed in some measure but none of this is possible without others offering to carry their load and yours from time to time. My friends, my family and my colleagues have all done that in great measure.

## Please describe how your colleagues made a difference?

Taurus started as a one man shop. Today we are a boutique firm of 60 with a presence in 3 countries and clients in 25 countries. There is no question that my biggest achievement has been the loyalty and hardwork of my colleagues. The Taurus brand has been burnished by the talent and tenacity of many colleagues many of whom have spent the longest span of their career with Taurus. Their integrity has built the legacy of honesty, insightfulness and trust.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

In the early days of developing the firm, the biggest hurdle was to find believers in the mission. Both colleagues and clients. That would have been the biggest challenge. I believe we were able to succeed by focussing on doing the right thing for our customers, avoiding a products sales push focus within the team and

allowing each member of Team Taurus to focus on their strengths while giving them enough to time to ace their tasks at hand.

## Who inspires you, either inside or outside your organisation?

Far too many people believe in me and their belief in me is the most important thing that inspires me.

The support of my wife over the years to the numerous colleagues who have put in years upon years of continuous commitment at Taurus and who continue to believe in our mission to provide good, solid, honest advice is the reason for the success of Taurus and this inspires me everyday to try and do my best.

## How do you hope your firm will benefit from getting this award?

This award is a testament to the focused dedication of each of the current and many former colleagues at Taurus. It's a team award not an individual award. It is an important validation for us all and will help us in underscoring our abilities in offering our services within wealth management to our clients and partners.

## Where do you see the wealth management industry and your part of it going in the next five years?

I think conflict of interest will remain allowing the investment advisory business model offered by Taurus and firms like Taurus to thrive. Technology will become more important in differentiation and I daresay AI will also play an important role in this differentiation. But in the end the basic tenets of hardwork, integrity, grit, determination, knowledge and luck will continue to underpin Taurus and firms like ours.



WealthBriefingAsia  
**AWARDS2024**

**WINNER**

Multi-Family Office, Private Bank or External Asset Manager  
(South Korea)

TCK Investments

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Korea is changing. Decisions you make today will determine your standing in 30 years. As traditional growth engines slow in a maturing global market, the path to staying ahead requires access to the best global investment expertise. At TCK, we don't just manage your fortune, we help you navigate the future.

*Let us help you lead the pack.*

# Addressing The Special Requirements Of Owners And Businesses In Korea



**Ohad Topor**  
 Founder & Chairman  
**TCK Investments**



## What was the winning formula of your firm/you that explains why you won?

In contrast with the challenges other global companies have faced when providing services in Korea, we have built the company from the ground up to address the special needs and requirements of clients and regulators in Korea. Applying standard products and solutions that worked abroad, does not typically suffice in this market. We have taken the best practices of providing holistic investment solutions, broken it down and rebuilt to fit the tax, regulatory and individual preferences in Korea. This was a long and expensive process but now, with more than a decade of reputation, we have positioned ourselves as a trusted partner to our clients and have demonstrated our full business and personal commitment to Korea.

## What are you going to do to remain competitive and stay ahead?

Build on our reputation by never over-promising. Continue on our path of exceptional investment results and optimal operations. Enhance our investment scope further to adapt to our clients' growing trust, we can now invest in even more alternative avenues.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

We had to create real partnerships with our key clients, enabling us to fully understand their needs and challenges. This helped focus on the right areas and ideas to maximise long-term returns. Our focus on a very unique subset of clients and on solutions that are reliable. In a market where there is a strong short-term

bias with many clients disillusioned by promises of short-term high-return products.

## Who inspires you, either inside or outside your organisation?

I am inspired by Korean culture in business and governance: their long-term view, while at the same time being agile and assertive when needed. The way the public and private sectors try their best to move forward in the most efficient manner, balancing the need for a market economy while addressing the needs of the people. It is no surprise that Korea enjoyed an "economic miracle". From having a GDP-per-capita in line with the global average in 1988 (the year of Seoul Olympics), Korea today has a GDP-per-capita 2.5x bigger than the global average.

I am personally inspired by Howard Marks, co-founder of Oaktree Capital, who has assisted in creating the business. I am inspired not only by the investment results Oaktree achieved, his wisdom and articulation of investor behaviour, but even more so, by his ability to build such a successful organisation, that grew whilst providing clients with fairness, transparency and consistency.

## Where do you see the wealth management industry and your part of it going in the next five years?

We hope to guide our clients to more opportunities that can enhance their returns with manageable risk, continuing to perfect our solution and grow alongside our clients, compounding returns for decades. I hope to continue to communicate with the Korean public through interviews and lectures on investments, providing perspective and ideas that they can also use. Contributing the best way we can to the financial betterment of the nation and the local community.

# THE FAMILY OFFICE DOCTOR



## WHERE MONEY MEETS EMOTION

We work with families in an unconflicted manner, focused on the emotive elements, such as family meetings, governance, philanthropy, mission statements and value statements. All along ensuring a focus on good mental health for all those involved.



[www.familyofficedr.com](http://www.familyofficedr.com)



[enquires@familyofficedr.com](mailto:enquires@familyofficedr.com)

# In Any Family Business, Emotion Is A Vital Currency



**Samy Dwek**  
CEO  
**The Family Office Doctor**



I grew up in a family-owned business. Looking back, I was privileged. It gave me a unique perspective into the family dynamics that exist in such an environment. I wasn't only exposed to my family's environment, however, but to the unique emotional universes' families of other privately-owned businesses with their unique emotional universes. That exposure informs my approach to family business today.

Many children of entrepreneurs seek entrepreneurship themselves. Through opportunity and circumstance, my life took a different turn, and I ended up in finance. It was partially an active decision that I did not want to be in the family business. I mustered the courage to tell my father, and he had the wisdom to allow me to go and find my way.

What came next was a 26-year career in the global financial sector, with two decades with JP Morgan, including the creation of the firm's Family Office Solutions Unit. After working closely with high-net worth investors and family offices, I decided in 2019 to leave that world and create something new. That's where my upbringing impacted my future. I realised that many advisors focused on family business owners and family offices. However, in almost every case, their primary concern was either money management or tax and estate planning. No one focused on the emotional side of the enterprise.

My approach was White Knight Consulting, which carved out a niche serving a sector that had never been addressed serving and was rife with stigma. One of my biggest challenges in my chosen niche was explaining to people the benefit that such counsel can bring them and their families. They often suffered the emotional hurdles of family business but didn't consider that maybe, their emotions were not being accepted. They could be addressed.

It was following an interview with *WealthBriefing's* Group Editor Tom Burroughes, where he coined me "The Family Office Doctor", that I rebranded my business to address head-on the concept of a practitioner helping diagnose and treat the emotional ills of today's family business.

So, how does one help a family deal with emotions? To be clear, I am not a medical professional nor a social worker. Yet, I am the married father of adult children successful in their own careers, and I have brought calm guidance to many families who have faced emotional challenges.

As a practice, we work with families to improve their communications, whether through family meetings or through more frequent and honest correspondence. We help them draft a family mission or value statement; craft the family governance documents; consult on the creation of a family office to align all members' intentions with those of the matriarch and patriarch; as well as audit of the family office to ensure all is operating as planned.

Since the creation of my business, I have counseled families from the US and throughout the Americas, including Mexico and Panama, to the UK, France, Switzerland, Italy, Malta, Saudi Arabia and Bahrain.

Our approach is to collaborate with the families to find solutions in an unbiased, non-conflicted manner. When difficulties stem from a member's mental health issues, we work to remove any stigma to work towards conflict resolution. Together, we build or rebuild bridges, help apply governance and guidance, and encourage a focus on a shared tomorrow.

# Watch Fund

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The New York Times

Bloomberg



# Watchfund Wins For Record 9th Time



**Dominic Khoo**  
Founder  
**The Watchfund Pte Ltd**



## What was the winning formula of your firm/you that explains why you won?

The success of The WatchFund Pte Ltd is rooted in its unique and pioneering business model that aligns seamlessly with investor interests. With over 100 years of combined experience in the luxury watch market, our team excels at sourcing and evaluating pieces that are either below retail price or exceptionally rare. The private individual managed account structure avoids annual fees, charging only transaction fees, which ensures complete alignment with investors' interests. This strategy, along with our impeccable reputation and eight-year audited record of 100% success, has established our prominence in the industry.

## Please describe how your colleagues made a difference?

We run The WatchFund Pte Ltd with a team that we consider family. Our collective expertise and access to the ultra-high-end luxury watch market, along with our strategic investment decisions, have been pivotal to the business's success.

## What are you going to do to remain competitive and stay ahead?

To remain competitive, we plan to expand our investments into related ventures such as Swiss watch manufacturers, websites, auction houses, luxury retailers, and art and entertainment. Additionally, embracing advanced technologies like blockchain for authentication services, provenance, and transparency will be crucial. Continuously scouting for high-potential timepieces and maintaining strong relationships with suppliers and clients will also help us stay ahead in the market.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

SARS and COVID-19 presented significant but unexpectedly lucrative opportunities for alternative investments. A combination of niche, in-depth market knowledge, strategic foresight, and adaptability proved invaluable. Being agile and maintaining insider knowledge, while understanding market undercurrents, were also crucial factors.

## Who inspires you, either inside or outside your organisation?

We draw inspiration from world-class individuals who have pioneered their own paths. Mr. Khoo highlighted figures such as Paris Hilton and Bill Ackman, with whom he collaborates on ventures like Origyn Foundation, alongside Liverpool CEO Peter Moore and captain Steven Gerrard.

## Where do you see the wealth management industry and your part of it going in the next five years?

With Covid permanently altering lifestyles, alternative investments are poised for substantial growth. WatchFund is strategically positioned to seize this opportunity by diversifying its portfolio with luxury assets. The increasing recognition of luxury timepieces as a viable asset class indicates that WatchFund will maintain a pivotal role in this niche market. As traditional investments lose appeal among younger generations, WatchFund stands ready to meet the evolving preferences of forward-thinking investors.

Our multiple award-winning team in Singapore now numbers over 85 staff and has built a reputation for technical excellence and delivering the highest quality of client service.

Contact us to discover how our global reach, experienced professional personnel, tailored services and on-the-ground presence in Asia can make a difference to you and your clients.

# FOCUSED ON YOUR AMBITIONS



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# Independence And Service Delivery At The Core Of Trident Trust's Success



**Sean Coughlan**  
Managing Director  
Trident Trust Singapore



Established in 1978, Trident Trust has been active in Asia for over 30 years, including 14 years in Singapore. As a leading provider of fiduciary, corporate, and fund administration services, we employ over 1,000 staff in more than 25 jurisdictions across Africa, the Americas, Asia, the Caribbean, Europe, and the Middle East.

Privately owned and independent, we support high-net-worth families, family offices, leading financial institutions, professional advisors, and asset managers. Our clients rely on our worldwide presence, technical knowledge, tailored solutions and our commitment to reliability, responsiveness, attention to detail and personal service.

#### What was the winning formula of your firm?

It is a combination of our team, how we are set up, the services we offer, and our jurisdictional coverage. Each element plays a crucial role in our sustained success and growth.

Our team is dedicated to delivering their best every day, treating every client as unique, and understanding their requirements and goals. This allows us to establish bespoke structures and invest in the personal relationships fundamental to long-term partnerships.

We invest in junior staff by supporting their technical and personal development and recruit specialists to enhance our teams and client service. Senior management has an average tenure of 15 years, ensuring continuity and depth of expertise within our organisation.

In our 46th year, our enduring independence stands as a cornerstone of our long-term success. As one of the few privately held global businesses in our sector, we are able to focus on investing in the long-term stability of our business and the quality and continuity of our services. This allows us to offer clients a stable, personal relationship, unaffected by conflicts of interest, short-term financial priorities, or changes in ownership.

With one of the widest jurisdictional choices, we can serve our clients where they need us. Our local teams understand their jurisdictions deeply and have cultivated long-term and sustainable relationships with professional firms such as bankers, lawyers, tax advisors and family offices. We learn from one another and work together to offer the best possible solutions and services to our mutual clients.

#### What are you going to do to remain competitive and stay ahead?

We will continue to hire the right talent, ensure the right people are in the right roles, invest in technology to create operational efficiencies, listen to our clients and business partners to keep our services in accordance with their requirements and last but not least, spend time with colleagues fostering a culture of mutual respect, cooperation and teamwork.

#### How do you hope your firm will benefit from getting this award?

Industry awards highlight to our market and peers that we deliver exceptional service, reaffirming to our teams that their efforts are appreciated. However, we never rest on our laurels. Our service levels are judged by our clients every day, and we set ourselves high standards to maintain. We remain dedicated to improvement while taking time to celebrate our successes together.



**TriLake Partners**  
Wealth managers



## A perfect equation

Offering the same quality service and long-term relationships that our founding shareholders have developed over decades in Switzerland. We help forward-thinking individuals, families, entrepreneurs and professionals protect and grow their wealth.

Find out how we can help you on [www.trilake-partners.com](http://www.trilake-partners.com)

# Tighter Alignment Client And Asset Manager Interests Leads To Success



**Lucie Hulme**  
Chief Executive Officer  
**TriLake Partners**



## How do you differentiate your service?

It starts with the business model: We're strong believers in the EAM model when it's done the right way.

***It may be a cliché but we're convinced that the tighter alignment of interests of the client and the asset manager leads to long-lasting relationships that ultimately reward both parties.***

We believe portfolios should be designed in the image of the clients and that must be rooted in a deep understanding of their needs. Most often, our clients' previous experiences with the wider financial industry has led them to think of investing as a shopping exercise: buying the right things at a good price at the right time.

## It'd be great if you could do that all the time but nobody can.

Correct. That shopping mindset puts the focus on products and how wide the shelf is. Would you rather listen to a pharmacist who can provide all the products or to a physician who can provide the diagnosis and course of treatment? A product-centred approach also drives risk-seeking near market peaks and loss aversion at the bottoms. Financial markets can be very unkind to such an approach.

## So what is your approach for individuals and families?

TriLake Partners build and manage portfolios with one overarching question: Given what our client wants to do with his money tomorrow, what should his portfolio look like today? This means helping the client articulate clear and specific objectives – often for the very first time – and translating those objectives to quantified risk and return parameters. Those parameters serve as our north star. And it's quite a liberating experience for clients when they realise that they don't have to stress about asset allocation or security selection or market timing. It doesn't have to be a stressful shopping experience.

## Where do you see the firm progressing in the next five years?

There's tremendous room for growth for TriLake Partners and the independent wealth management industry. After all, investment management is still a relatively young discipline. Our firm has grown with the steadfast guidance of our shareholders who manage three successful asset management firms in Switzerland. We can draw on the collective experience of these firms and our own veteran team. We can expect some sea changes over the next several years but the ranks of people who could greatly benefit from our services only keeps growing, especially in this side of the world. That's what our founders saw when they decided to set up shop in Singapore.

There are and will be many business opportunities and we must be smart about focus, scalability, compliance and our value proposition. Our policies and procedures could look different five years from now with rapid developments in the digital space, ESG, the movement of capital and labour amongst multiple jurisdictions. But our evolving practice will always serve our mission to be responsible stewards of our clients' wealth.



Power Big Ideas Today For A Better,  
More Sustainable Tomorrow.

T R I R E C

Contact: [enquiries@trirecpl.com](mailto:enquiries@trirecpl.com)

Telephone: +65 6992 2580

Address: 1 Kim Seng Promenade, #12-09,  
Singapore 237994

# TRIREC Leads Global Charge In Decarbonisation Investment & Innovation



**Melvyn Yeo**  
Founder  
**TRIREC**



For decades, scientific research has highlighted the urgent need for collective action to combat climate change. As our understanding of potential disruptions becomes clearer, the need for decisive action grows.

TRIREC, a Singapore-based venture capital firm, addresses global environmental challenges with a clear vision. Through strategic investments, TRIREC has achieved significant success, with three of its portfolio companies reaching unicorn status. The firm's 23 portfolio companies span transportation, mobility, food, agriculture, industrial, buildings, and energy sectors, driving transformative change. The upcoming launch of its third fund aims to further this transformation.

Selecting companies for investment at TRIREC blends art and science. The firm's investment strategy relies on research-driven insights and a holistic due diligence process that evaluates more than just decarbonisation impact. TRIREC's team conducts market landscape studies to identify emerging technologies and promising startups leading decarbonisation efforts, complemented by thorough technical, financial, strategic, and commercial analysis.

Beyond funding, TRIREC acts as a catalyst for ecosystem development. The firm builds partnerships with research institutions, industry leaders, and government entities to identify innovative solutions and help entrepreneurs scale globally.

TRIREC's global approach includes plans to expand in the US and Europe, home to dynamic startup and venture capital ecosystems. The firm has partnered with Innopower, Thailand's leading energy

transition company, to launch a joint-venture fund targeting growth-stage companies in five decarbonisation verticals.

Additionally, TRIREC was chosen by a major European asset management platform to manage an impact fund investing in South-East Asian energy access technologies. In the APAC market, TRIREC's strategic partnership with a leading New Zealand seed-stage deep-tech venture capital firm aims to unlock innovative opportunities. These initiatives underscore TRIREC's commitment to the decarbonisation agenda and the evolving environmental landscape.

These partnerships set TRIREC apart, with its network acting as a bridge to global partnerships and opportunities in previously inaccessible regions.

***TRIREC's ambition extends beyond financial investments; it aims to shape lives. The firm's recent award validates its passion and dedication to fostering robust partnerships. Collectively, TRIREC is committed to making a positive impact on climate change, shaping a new world.***

At TRIREC, entrepreneurial spirit, collaboration, integrity, and a relentless drive to succeed are core values. These values guide the firm's efforts to address global environmental challenges and make a lasting impact.

There's a science  
to creating wealth.

But making it  
endure is an art.

**Managing wealth  
is our craft.**

When it comes to taking a long  
term view, we know what it takes.  
We've been advising our clients across  
the world on preserving and growing  
their wealth for over 160 years.

Learn more



**UBS**

The value of investments may fall as well as rise, and you may not get  
back the amount originally invested. © UBS 2024. All rights reserved.

# UBS Elevates Social Impact Philanthropy To New Heights



UBS

## What was the winning formula of your firm/you that explains why you won?

UBS prides itself in having developed a leading Social Impact and Philanthropy offering that caters to our clients' rising demand for advice, insights & execution services to bring their visions of impact to life.

The consistent feedback we get from philanthropists in Asia is that they value partnering with us because we can channel their passions into action in a personalised way that takes them on a journey and connects them with the expertise and networks that they need to achieve transformative, sustainable change.

The UBS Optimus Foundation has a 25-year track record as a philanthropic thought leader and pioneer in social finance. By partnering with the UBS Optimus Foundation, clients can access valuable field experiences across a full spectrum of domains, including program design and management, charity governance, impact monitoring and evaluation, grant making and management, and first-hand working knowledge of philanthropic structures and execution platforms.

## What sort of challenges did you surmount to reach this level and how have you been able to succeed in such fast-moving circumstances?

We have worked hard to educate internal stakeholders and our clients about the importance of strategic philanthropy and the catalytic role of different types of capital to drive social and environmental impact through, for example, blended finance. This requires a mindset shift from traditional philanthropic funding towards more innovative financing mechanisms that can catalyse commercial capital to fund impact-first ventures they may not have been able to finance before.

This heavy lift is now paying off as more and more clients across the firm, development finance institutions, regulatory bodies and internal influencers are coming together to progress our most pioneering and impactful innovative financing work.

## What are you going to do to remain competitive and stay ahead?

As a uniquely client-facing foundation, we have developed a broad spectrum of pathways for clients to drive systemic impact – from strategic philanthropy to collective impact and blended finance.

From a programmatic perspective, we also continue to sharpen our strategies to tackle global health, education and climate challenges; evolving with the needs of the vulnerable communities we serve and constantly seeking to be at the forefront of driving systematic impact.

Our aim is to be the “go to” trusted advisor of choice for clients who wish to mobilise their capital towards achieving the United Nations Sustainable Development Goals and an orderly transition to a low-carbon economy. Concretely, we have also committed to mobilising USD 1 billion by 2025 into global high impact initiatives and reaching 25 million beneficiaries.

## Where do you see the wealth management industry and your part of it going in the next five years?

Clients are eager to make an impact and leave a lasting legacy, so we hope that financial institutions and client advisors around the world become more intentional about engaging with their clients on how to drive social and environmental impact outcomes as individuals and families, entrepreneurs and business leaders, philanthropists and investors.

***Our ambition is to partner with our clients to support an evolution from an output-focused towards an impact economy that, in addition to financial returns, also values people and planet.***

This allows for the leveraging of all forms of capital to provide more profitable and sustainable outcomes for all people.

# You look for agility.

As your partner, we are passionate about supporting your financial goals and helping you make the right moves.

We want to extend our warmest thanks to all our clients for their trust and support, which has enabled us to develop the high-quality wealth management services that have earned us recognition as “Best Overall Asia Private Bank”, “Overall Regional Private Bank (Greater China)”, “Private Bank or Wealth Manager (Singapore)”, and “Hong Kong International Private Bank” from the WealthBriefingAsia & Greater China Awards 2024.



Wealth & Asset Management | Treasury & Trading | [www.ubp.com](http://www.ubp.com)

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UNION BANCAIRE PRIVÉE

# UBP Asia: Innovation, Strength And Agility



**Michael Blake**  
Asia CEO  
**Union Bancaire Privée (UBP)**

Since its establishment by Edgar de Picciotto in 1969, Geneva-based Union Bancaire Privée (UBP) has focused on one activity it excels at – wealth and asset management for private and institutional clients.

2023 represented a year of continued progress and development for UBP. The bank reported a net profit of CHF 223.8 million, a 6.4% increase from the previous year. Its assets under management (AuM) remained stable at CHF 140.0 billion, supported by a solid Tier 1 capital ratio of 28.9%. In addition, UBP made strategic hires in Asia and Switzerland, bringing the total number of employees to 2,094 across twenty locations globally. This reflects UBP's ambition to grow both domestically and internationally, strengthening its presence in priority markets.<sup>1</sup>

## UBP's Asia Expansion

Expansion in Asia has been a focal point of UBP's recent growth trajectory. Despite a challenging market environment, the bank registered a steady growth in net profit for the Asia region in 2023.

Talent acquisition is central to UBP's expansion in Asia and during the year, the bank augmented its workforce of Relationship Managers (RMs) in Singapore and Hong Kong. It also contributed to the rapidly evolving family office sector in Asia through thought leadership initiatives, such as co-publishing white papers with Hurun and hosting Family Office Summits to support the development of a broad eco-system of family office advisors.

Reflecting the importance of Greater China to UBP's development in Hong Kong and Singapore, UBP was recognised at the *WealthBriefingAsia & Greater China Awards 2024* as a leading player in wealth management in the region. The accolades include 'Best Overall Asia Private Bank', 'Overall Regional Private Bank (Greater China)', 'Private Bank or Wealth Manager (Singapore)', and 'Hong Kong International Private Bank' at the *WealthBriefingAsia & Greater China Awards 2024*.

Commenting on the results, Michael Blake, Asia CEO at UBP, said:

***"We're delighted to have won these four awards, particularly the prestigious Best Overall Asia Private Bank. It highlights our unique position in Asia as a family-owned pure play, and our commitment to investment and expansion in this dynamic market."***

Initiatives and Innovation in Asia Responding to changing market dynamics, UBP introduced several innovative solutions to meet client investment needs in the region, including:

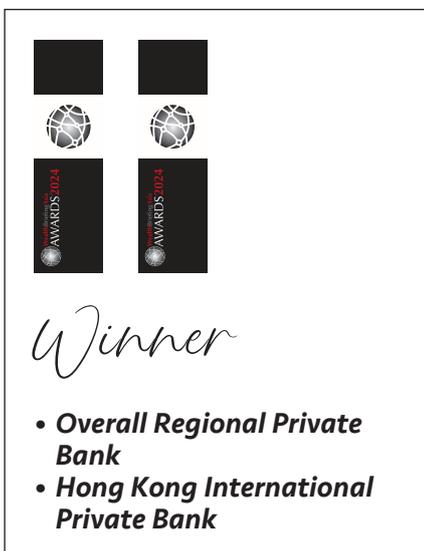
- High-conviction private market investment strategies, including those focused on EV charging infrastructure in Europe, US core infrastructure, high growth consumer fashion and LP-led private equity secondaries;
- A new service to deliver its alternatives expertise through discretionary portfolio management accounts;
- A broader range of trading solutions including Actively Managed Certificates and structured products, as well as new treasury services for institutional clients.

## UBP's Steadfast Vision

UBP remains steadfast in its mission to preserve and grow client assets over the long-term.

With a strategic focus on Asia and a track record of innovation and agility, UBP is poised to help its clients navigate future challenges and achieve sustained growth in the years ahead.

<sup>1</sup> As of Dec 31, 2023





# Technology

# That Transforms

# Wealth Management

Winner:



**WINNER**  
*Onboarding Product*

**ViewTrade**

Learn more at [ViewTrade.com/WM](https://ViewTrade.com/WM)

# Breaking Boundaries: ViewTrade's Global Success Story Unveiled

## Where in the world do you operate – are you mainly a domestic player or international?

ViewTrade is headquartered in the US, and we operate globally. Now in our third decade, we offer WealthTech solutions that empower Wealth Managers, banks, broker-dealers, fintechs and their customers to access a range of asset classes across international markets.

We have enabled 300+ clients in 30 countries in their cross-border investment lifecycle – with solutions like onboarding, KYC, banking, order management (OMS), execution, custody, tax support and more – all without our clients needing to operate in foreign markets.

## Please explain why you think your firm has been able to achieve a high level of success?

It comes down to our obsession with our customers and the significance of our mission: enabling cross-border investing while reducing cost, complexity and time to market.

***We are a true partner committed to helping our clients deliver cross-border wealth diversification solutions previously only available to high-net-worth and institutional investors.***

Our strategic approach begins with identifying technical challenges that our clients encounter when accessing global markets, and developing solutions to tackle them directly. Fractional investing presents one such challenge. While several solutions are available, they typically require the vendor to also be the broker of record.

ViewTrade took a different approach, independent of brokers, custodians and markets, allowing our clients to offer fractional investing in any market worldwide, even if you are working with a banking custodian.

## How and in what ways do you measure success?

When more potential clients know ViewTrade and what we do, and when the number of accounts, transactions and investor assets that flow through our technology grows, we are making progress towards our mission.

Today, we count over \$20 billion in retail assets managed through our technology. Since 2020, our average annual volumes include: 15.2 billion equity shares, 4.2 million options contracts, and over \$141 billion in notional value settled – numbers that continue to grow each year.

## What are your ambitions for the business?

We have opened new offices in GIFT City and Sydney, Australia, strategically hiring and continuously enhancing our technology, partnerships and integrations.

We strive to offer our clients turnkey WealthTech solutions for international market access. We continue to work with regulators, consultants and other stakeholders in every market we enter to help build an ecosystem for the benefit of our clients and their customers.



**Andy Liao**  
Regional Manager, Asia  
**ViewTrade**





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Wealth & Asset Management  
Solution

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 **TEAMWORK**

# Great Support That Makes A Business Stronger

## What sets you apart from your peers this year and why?

WIZE by TeamWork, the all-in-one Wealth & Asset Management solution, is one of the fastest growing WealthTech companies in Switzerland dedicated to external asset managers, family offices, private banks, fund managers, pension funds and securities traders. Part of the TeamWork Group, a 1,000+ employees Swiss company founded in 1999 and fully owned by its top management, we offer a unique 100 per cent web-integrated SaaS secured Cloud or on-premises platform including:

- Portfolio management system with model portfolios and rebalancing/hedging capabilities; private equity module; risk and performance management (MWR/TWR, contribution/attribution);
- Order management system including FIX Straight Through Processing connectivity with 20+ trading rooms;
- CRM System with KYC and documents lifecycle management;
- Compliance System with AML; MiFID II and LSFIn/FIDLEG/FinSA pre-trade checking; risk profiling & monitoring; full audit trail;
- Reporting system with white labelled customised multi-assets consolidated reports;
- Invoicing system including automatic fees calculation and controlling; profitability measurement; and
- Multi-custodian connectivity: 200+ automatic feeds; API connectivity;
- e-banking / Mobile App.

In Geneva, Zurich, Singapore, Luxembourg and Montreal, our team of 45 professionals aims at delivering best in class support and back-office business process outsourcing (BPO) services thanks to our extensive banking operations expertise gained by most of us in different banks and/or family offices.

Trusted by over 100 clients representing 125+ billion AuM and 3,000+ users in 22 different countries, we allow clients to focus on their business while taking advantage of the platform's power and scalability for an attractive all-in-one monthly fee.

Our focus: intuitive user experience, rich & performing functionalities, easy and transparent pricing. We therefore think all these elements set us apart from our peers and make us an outstanding 12 years old fintech.

## How have your colleagues contributed towards the success of your organisation?

WIZE by TeamWork is first of all a fantastic success story based on people. WIZE is born out of the meeting in 2010 between Philippe Rey-Gorrez – the founder of the TeamWork Group - and Cédric Baiker, an expert in IT banking solutions who had driven the development of the swiss "Newbanking" core banking package from 1996 to 2010.

Realising that the market solutions dedicated to private banking and external asset managers (EAM) were abnormally expensive, not sufficiently functional, and mainly based on legacy technologies, it was clear that in a context of increasing regulation and financial transparency, there would be a growing need for the EAM community to rely on more sophisticated, functional and secure solutions that would enable them to respond efficiently to their business challenges and constraints.

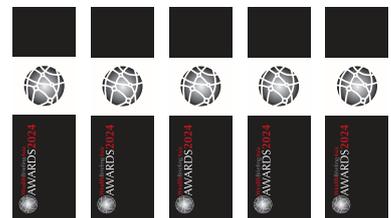
Cedric had spotted a gap and a really growing need for EAMs and Philippe decided to invest in this team of 4 since he believed in them. The development therefore started in 2010 from a white sheet with the latest available technologies and with absolutely no legacy. After two years and a huge investment in R&D, the first customer was signed in 2012. Since then, the WIZE by TeamWork team continuously grew to a team of 45 today and continued to be ahead of market trends, evolving constantly.

## What do you hope will be the result of receiving this accolade? How does it help your business in this region?

We hope this accolade will be perceived by our clients and team members as a strong evidence that our collaboration during the last 12 years has produced a remarkable and scalable platform. We therefore see this accolade both as a recognition of the high quality work delivered but also as a good evidence for our prospects that they can feel in good hands with our WIZE by TeamWork platform and team.



**Pierre Dupont**  
Managing Partner  
**WIZE by TeamWork**



*Winner*

- CRM Provider
- Digital Customer Facing Innovation
- EAM Platform
- Digital Offering
- Thought Leadership (Technology)



W R I S E

## Powering a New Era of FAMILY OFFICES

Our distinct focus on clients and groundbreaking wealth solutions set us apart. We adopt a comprehensive approach to wealth management, starting with a thorough grasp of our clients' goals. Utilising the extensive knowledge of our team and the capabilities of technology, we craft an unparalleled wealth management journey for our clients.

Through our advanced digital platform, clients have effortless access and full visibility into their entire wealth, whenever and wherever they need it.



If you are ready to simplify your wealth management, reach your full wealth potential, and live your dreams, then connect with us.

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# Pioneering A New Era Of Family Office Services



**Derrick Tan**  
Group Executive Chairman  
**WRISE Group**



**W**RISE is one of the fastest growing wealth management firms that helps ultra-high and high-net-worth individuals (UHNWIs and HNWIs) fulfil their wealth aspirations. Our experienced client advisors offer tailored solutions, supported by our proprietary all-in one wealth management platform that provides clients with complete control and transparency over their total wealth.

This strategic integration of technology complements the human touch and extends our capabilities, from advisory to execution. We combine innovation with time-tested financial strategies, providing a balanced approach to wealth management. Our team's exceptional talent and expertise drive WRISE's success. With over 120 professionals from various backgrounds, we bring global perspectives and multidisciplinary skills to drive innovation in crafting tailored solutions for UHNWIs and HNWIs. Our collective expertise is critical in navigating the complexities of the financial markets and regulatory landscapes for our clients across our offices in Dubai, Hong Kong, Shanghai, Singapore, and Tokyo.

Strategic partnerships also form a pillar of our success, with partnerships spanning over 150 financial institutions, providing our clients with access to a wealth of resources and insights. Leveraging these relationships, we adopt a collaborative approach to creating fresh opportunities, offering a comprehensive suite of wealth management solutions, and positioning WRISE as one of the leaders in the industry.

Looking ahead, WRISE continues to maintain its competitive edge by improving our people, processes, and technology. We strive to continue attracting the industry's brightest minds, as we build on our expertise to adapt swiftly to our clients' dynamic needs with expanded services worldwide.

***Our success is a testament to our steadfast commitment to our clients, robust fundamentals, and sound governance principles, which form the cornerstone of our achievements and are essential for meeting future trends and ensuring continued success.***

As the wealth management sector evolves towards greater digital integration and personalised client services, WRISE aims to lead this transition. We are focused on refining our digital offerings and integrating comprehensive, client-centred financial strategies that help our clients to protect, manage and grow their wealth to fulfil their dreams.

This vision, supported by our proven track record and strategic initiatives, underscores WRISE's dedication to excellence and innovation in the dynamic landscape of wealth management.



## China's Leading Business Law Firm

Over 400 partners and 2,500 professionals  
across 18 offices in China and around the world

**Zhong Lun Private Client Practice** is unique in combining market leading Hong Kong-based private client practice and PRC legal and tax practice in the same firm. We are best known for helping high net worth clients navigate through complex legal and tax issues; many of which are multi-disciplinary and multi-jurisdictional covering China, Hong Kong, Canada, US, UK, among others.

For more information, please visit us at  
[www.zhonglun.com.hk](http://www.zhonglun.com.hk)

- **Leading Firm in Private Client and Family**  
(Legal 500 Asia Pacific Guide 2024)
- **Law Firm of the Year – Hong Kong & Singapore**  
(Citywealth IFC Awards 2024)
- **Private Wealth Management (International Firms) Band 1**  
(Chambers HNW Guide 2023)
- **Estate Planning (Greater China)**  
(WealthBriefingAsia Awards 2023)
- **Best Overall Law Firm (Hong Kong)**  
(China Business Law Awards- Regional 2023)
- **Best Legal Team- Greater China**  
(WealthBriefingAsia Awards 2022)

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4/F Jardine House, 1 Connaught Place, Central, Hong Kong.

T: +852 2877 3088  
F: +852 2525 1099

# Legal Solutions For China Business



**Clifford Ng**  
Co-Managing Partner  
**Zhong Lun Law Firm LLP**



*We try to distinguish ourselves by offering a higher level of service, a more complete palette of capabilities and a greater drive to help clients achieve their goals.*

Clifford Ng is a Co-Managing Partner of Zhong Lun's Hong Kong office and a leader in the private client industry in Hong Kong. His practice is focused on complex cross-border transactions, investments, and private client matters.

Clifford has been presented the 'Leading Individual (Advisor)' award at The *WealthBriefingAsia* Awards 2024 along with the firm being presented the 'Legal Team (Greater China)' award.

**What was the winning formula of your firm/you that explains why you won?**

At Zhong Lun Law Firm we truly believe that keeping an open mind and be able to learn and take experience from everyone and everything, then applying this to see how we can help our clients.

**Who inspires you, either inside or outside your organisation?**

I like to draw inspiration from everything and everyone. I love sitting at kitchen counters of fancy restaurants. The innovation, the attention to detail and perfection and the level of service are very inspiring. How many lawyers perform like that?

**W**e are the only PRC based law firm with a dedicated private client practice in Mainland China and outside supporting high-net-worth clients on their investments and family inside and outside China.

After decades of rapid and steady growth, today Zhong Lun has established itself as one of the largest top-notch full-service law firms in China, with over 400 partners and more than 2,800 professionals working in eighteen offices in Beijing, Shanghai, Shenzhen, Guangzhou, Wuhan, Chengdu, Chongqing, Qingdao, Hangzhou, Nanjing, Haikou, Tokyo, Hong Kong, London, New York, Los Angeles, San Francisco, and Almaty.

**Private clients come to us with "life" issues. These are not segregated into discrete practice areas or even jurisdictions. Everything is connected.**



**WINNER: HSBC Global Private Banking**



**WINNER: Hywin International Hong Kong**



**WINNER: Indosuez Wealth Management**



**WINNER: InvestCloud**



**WINNER: Legacy Wealth Advisors Pte Ltd**

# The Eleventh Annual WealthBriefingAsia & Greater China Awards Winners 2024

## WEALTHTECH CATEGORIES (PAN-ASIA)

*Onboarding Product*

WINNER

 ViewTrade

*Transaction Processing*

WINNER

A Z Q O R E

*Suitability*

WINNER

NICE ACTIMIZE

*Front Office*

WINNER



*Data Provider*

WINNER

FACTSET

*Risk Monitoring and Management*

WINNER

FACTSET

*Core Banking Software*

WINNER

avalog

*Family Office Solution*

WINNER

 WRISE

*Client Reporting*

WINNER

 ALPHA CAPITAL<sup>®</sup>  
SIMPLIFYING YOUR FINANCES

*Client Communication Solution or Tool*

WINNER



*Innovative Client Solution*

WINNER



*Client Lifecycle Management*

WINNER



# Huddleston Jones Specialists Sourcing Specialists.

At Huddleston Jones, sourcing talent is a small part of the journey we take with our clients.

*Consulting industry leaders, our specialists identify human capital objectives to future-proof your growth.*

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- ◆ Private Markets
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Huddleston Jones Pte Ltd

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Huddleston Jones

**WEALTHTECH CATEGORIES (PAN-ASIA) - CONTINUED...**

**Digital Customer Facing Innovation** **WINNER**

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**EAM Platform** **WINNER**

---



**Digital Offering** **WINNER**

---



**Thought Leadership (Technology)** **WINNER**

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**CRM Provider** **WINNER**

---



**Overall Asia WealthTech Provider** **WINNER**

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**Digital Offering** **WINNER**

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**Portfolio Management** **WINNER**

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**WEALTH MANAGEMENT TECHNOLOGY CATEGORIES (PAN-ASIA) (IN-HOUSE)**

**Innovative Client Solution** **WINNER**

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**Digital Customer Facing Innovation** **WINNER**

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smartEYE 

Perpetual Global Adverse Media Monitoring

## Private banks and wealth managers need 24/7 risk vigilance.

But with millions of news items from thousands of sources and in multiple languages generated daily, how can they be sure to receive need-to-know alerts rather than irrelevant noise?

## smartKYC's latest product, smartEYE, solves all of these problems.

- ✓ Watches the world's news and social media commentary in real-time, 24/7 to deliver precise risk alerts as soon as they are reported.
- ✓ Carries out automated news analysis ensuring alerts are risk-classified according to your risk framework, are specific to your client, and contain new (rather than repeat) information.
- ✓ Is truly multilingual so you can be as confident of your adverse media monitoring in languages such as Russian, Arabic or Chinese, as you are in English.

With smartEYE, private banks and wealth managers get risk-relevant, real-time alerts about their customers that allows them to act decisively and quickly. Compliance teams no longer have to wait for a periodic refresh cycle. Instead, they receive adverse media trigger events in the form of precise alerts, as that news breaks. smartEYE represents the ultimate solution for perpetual KYC risk monitoring. smartKYC proudly sponsors this awards ceremony and we congratulate all the winners!

Discover smartKYC's latest product, smartEYE  
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## PRIVATE CLIENT CATEGORIES

**Accountancy Team  
(South-East Asia)**

WINNER



**Accountancy Team  
(Greater China)**

WINNER



**Tax Team  
(South-East Asia)**

WINNER

withersworldwide

**Tax Team  
(Greater China)**

WINNER



**Estate Planning  
(South-East Asia)**

WINNER

**DENTONS RODYK**

**Estate Planning  
(Greater China)**

WINNER

FORSTERS

**Independent Trust or  
Fiduciary Company  
(South-East Asia)**

WINNER



**Independent Trust or  
Fiduciary Company  
(Greater China)**

WINNER



**Institutional Trust or  
Fiduciary Company  
(South-East Asia)**

WINNER



**Institutional Trust or  
Fiduciary Company  
(Greater China)**

WINNER



**Legal Team  
(Greater China)**

WINNER



## PRIVATE BANKING INDIVIDUAL COUNTRY CATEGORIES

**Hong Kong Domestic  
Private Bank**

WINNER



**Hong Kong  
International Private Bank**

WINNER



UNION BANCAIRE PRIVÉE



WINNER: HSBC Trust & Fiduciary Services



WINNER: Indosuez Wealth Management



WINNER: Lombard Odier



WINNER: Maybank Singapore Ltd



WINNER: NICE Actimize

**SPECIALIST WEALTH MANAGEMENT CATEGORIES**

**WINNER**  
*Excellence in Servicing  
 North American Clients  
 (South-East Asia)*

**withersworldwide**

**WINNER**  
*Excellence in Servicing  
 North American Clients  
 (Greater China)*

**withersworldwide**

**WINNER**  
*Diversity in Wealth  
 Management (Greater China)*

**INDOSUEZ**  
 WEALTH MANAGEMENT

**WINNER**  
*Independent Wealth  
 Manager (Greater China)*

**華港財富**  
 HUAGANGCAIFU

**WINNER**  
*Best Wealth Manager  
 of Greater China*

**海銀國際**  
 HYWIN INTERNATIONAL

**WINNER**  
*ESG (Greater China)*



**LOMBARD ODIER**  
 LOMBARD ODIER DARIER HENTSCH

**WINNER**  
*Family Governance  
 Services (South-East Asia)*



**LOMBARD ODIER**  
 LOMBARD ODIER DARIER HENTSCH

**WINNER**  
*Regional Partnership  
 (South-East Asia)*



**LOMBARD ODIER**  
 LOMBARD ODIER DARIER HENTSCH

**WINNER**  
*Real Estate Advice  
 (South-East Asia)*

**DENTONS** **RODYK**

**WINNER**  
*Global Citizenship/  
 Immigration Platform  
 Offering (South-East Asia)*

**TAURUS**  
 WEALTH

**WINNER**  
*Global Custodian to  
 Private Client Businesses  
 (South-East Asia)*

**NORTHERN TRUST**

**WINNER**  
*Next-Gen Programme  
 (South-East Asia)*

**wealth**  
**360**  
**ONE**

**WINNER**  
*Philanthropy Offering/  
 Initiative of the Year  
 (South-East Asia)*

**UBS**

**WINNER**  
*Overall Impact  
 Investing Offering  
 (Pan-Asia)*

**HSBC**  
 Global Private Banking

**WINNER**  
*Overall Diversity &  
 Inclusion Offering  
 (South-East Asia)*

**TriLake Partners**  
 Wealth managers



**WINNER: Northern Trust**



**WINNER: Ocorian**



**WINNER: Panhe Family Office**



**WINNER: Spark PWM Pvt. Ltd.**



**WINNER: Ross Davidson - Stephenson Harwood**

**SPECIALIST WEALTH MANAGEMENT CATEGORIES - CONTINUED...**

*Corporate Social Responsibility (South-East Asia)*

**WINNER**



*Overall Sustainability Offering (South-East Asia)*

**WINNER**



*Overall ESG Offering (South-East Asia)*

**WINNER**



*Best for Investment Research (South-East Asia)*

**WINNER**



*Corporate Services (South-East Asia)*

**WINNER**



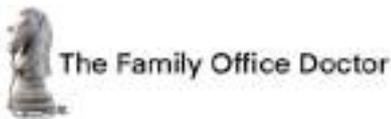
*Insurance Platform for the Wealth Management Sector (South-East Asia)*

**WINNER**



*Family Wealth Advisory Offering (South-East Asia)*

**WINNER**



*Wealth Management M&A Deal (Greater China)*

**WINNER**



**MARKETING/PR CATEGORY (PAN-ASIA)**

*Best Marketing or PR Campaign*

**WINNER**



**EAM CUSTODIAN CATEGORY**

*External Asset Manager (India)*

**WINNER**



**PAN-ASIA CATEGORY**

*Best Overall Asia Private Bank*

**WINNER**



UNION BANCAIRE PRIVÉE



**WINNER: Northern Trust**



**WINNER: Andrew Yen - Panhe Family Office**



**WINNER: Stephenson Harwood**



**WINNER: SystematicEdge Limited**



**WINNER: Taurus Wealth Advisors Pte Ltd**

## INVESTMENT MANAGEMENT CATEGORIES

**FX Solution Provider  
(South-East Asia)**

WINNER



**FX Solution Provider  
(Greater China)**

WINNER



**Independent Wealth  
Manager (South-East Asia)**

WINNER



Legacy  
Wealth  
Advisors

**Alternative  
Investment Manager  
(South-East Asia)**

WINNER



**Alternative  
Investment Manager  
(Greater China)**

WINNER



Invest in watches. Wear them. Sell them for more.

**Fund Manager  
(South-East Asia)**

WINNER



**ETF Provider  
(South Asia)**

WINNER



## PRIVATE BANKING CATEGORIES

**Alternatives Provider  
(Greater China)**

WINNER



**Best Domestic Bank or  
Wealth Manager (India)**

WINNER



**Billionaire Team  
(South-East Asia)**

WINNER



NORTHERN TRUST

**Boutique Private  
Bank (South-East Asia)**

WINNER



**Client Service  
(South-East Asia)**

WINNER



**Credit Provider  
(Greater China)**

WINNER





**WINNER: Mandeep Nalwa - Taurus Wealth Advisors Pte Ltd**



**WINNER: Trident Trust**



**WINNER: TriLake Partners**



**WINNER: TRI REC**

**PRIVATE BANKING CATEGORIES - CONTINUED...**

**Credit Provider  
(South-East Asia)**

**WINNER**



**Customer Facing  
Digital Capabilities  
(South-East Asia)**

**WINNER**



**Discretionary  
Portfolio Management  
Offering (Greater China)**

**WINNER**



**Discretionary  
Portfolio Management  
Provider (Pan-Asia)**

**WINNER**



**Emerging Wealth  
Manager (India)**

**WINNER**



**Family Wealth Advisory  
Offering (Greater China)**

**WINNER**



**Governance Service  
for Families (Greater China)**

**WINNER**



**HNW Team  
(South-East Asia)**

**WINNER**



**Impact Investing  
(Greater China)**

**WINNER**



**Investment  
Management Platform  
(South-East Asia)**

**WINNER**



**Multi-Family Office,  
Private Bank or External  
Asset Manager (South Korea)**

**WINNER**



**NRI/NRP Offering  
(South-East Asia)**

**WINNER**



**Overall Regional  
Private Bank (Greater China)**

**WINNER**



**Overall South-East  
Asia Private Bank**

**WINNER**



**Philanthropy  
Services (Greater China)**

**WINNER**





**WINNER: Union Bancaire Privée (UBP)**



**WINNER: UBS**



**WINNER: ViewTrade**



**WINNER: Wealth Dynamix**

PRIVATE BANKING CATEGORIES - CONTINUED...

**Private Bank for Family Governance Services (Greater China)** **WINNER**

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**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH

**Private Bank or Wealth Manager (Singapore)** **WINNER**



UNION BANCAIRE PRIVÉE

**Private Banking Employer or Talent Management Initiative (South-East Asia)** **WINNER**



**Private Banking ESG Offering (Greater China)** **WINNER**

17  96

**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH

**Private Equity Provider (Greater China)** **WINNER**



**Pure Play Boutique Private Bank (Greater China)** **WINNER**

17  96

**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH

**Pure Play Private Bank (South-East Asia)** **WINNER**

17  96

**LOMBARD ODIER**  
LOMBARD ODIER DARIER HENTSCH

**SRI Offering (Greater China)** **WINNER**



**UHNW Team (Greater China)** **WINNER**



**UHNW Team (South-East Asia)** **WINNER**



**FARRO CAPITAL**

**Wealth Planning Team (Greater China)** **WINNER**



**Wealth Planning Team (South-East Asia)** **WINNER**



**Wealth Solutions (Singapore)** **WINNER**





**WINNER: Union Bancaire Privée (UBP)**



**WINNER: Waterfield**



**WINNER: Withersworldwide**



**WINNER: WIZE by TeamWork**

## INDIVIDUAL AND LEADERSHIP CATEGORIES - CONTINUED...

**WINNER**  
Wealth Management  
Rising Star Under 30  
(Greater China)

ETHAN YU

**withersworldwide**

**WINNER**  
Wealth Management  
Rising Star Under 30  
(Pan-Asia)

SAM CHO JOO

**DENTONS** **RODYK**

**WINNER**  
Thought Leadership  
(Company) (Pan-Asia)

**STEPHENSON  
HARWOOD**

**WINNER**  
Women in Wealth  
Management

**Capital League**

**WINNER**  
Outstanding Contribution  
to Wealth Management  
(Individual) (Pan-Asia)

MANDEEP NALWA

**TAURUS**  
WEALTH

**WINNER**  
Chairperson  
(Greater China)

ANDREW YEN



整合家族辦公室  
SABH FAMILY OFFICE

**WINNER**  
Chairperson  
(Pan-Asia)

ALBERT CHIU

**EFG**

**WINNER**  
Wealth Management  
Rising Star Under 40  
(Greater China)

ROSS DAVIDSON

**STEPHENSON  
HARWOOD**

**WINNER**  
Wealth Management  
Rising Star Under 40  
(Pan-Asia)

HON YONG SHENG

**withersworldwide**





**WINNER: Hon Yong Sheng - Withersworldwide**



**WINNER: WRISE Group**



**WINNER: Zhong Lun Law Firm LLP**



**WINNER: Clifford Ng - Zhong Lun Law Firm LLP**

INDIVIDUAL AND LEADERSHIP CATEGORIES - CONTINUED...

**Leading Individual  
(Banker) (Pan-Asia)**

**WINNER**

**MANOJ SAMTANI**



**FARRO CAPITAL**

**Leading Individual  
(Advisor) (Pan-Asia)**

**WINNER**

**CLIFFORD NG**



**ZHONG LUN LAW FIRM LLP**  
中倫律師事務所有限法律責任合夥

**Leading CEO - Private  
Bank (Pan-Asia)**

**WINNER**

**YATIN SHAH**



**Lifetime Achievement  
(Pan-Asia)**

**WINNER**

**EDMUND LEOW**

**DENTONS RODYK**





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We are delighted to have received the following accolades at the  
Wealth Briefing Asia Awards 2024:

- Best Chairperson
- Best Wealth Planning Team
- Best Wealth Solutions (Singapore)



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# GLOBAL AWARDS

Showcasing The Best in the Industry

*Independence, integrity and genuine insight are the watchwords of the judging process.*

## 2024 Announcements Schedule

**18 JANUARY 2024**

Miami Family Wealth Report Awards  
incorporating Latin America & the Caribbean

**8 & 22 FEBRUARY 2024**

WealthBriefing Swiss Awards  
WealthBriefing WealthTech Americas Awards

**6 & 21 MARCH 2024**

WealthBriefing Swiss EAM Awards  
WealthBriefing European Awards

**2 & 30 MAY 2024**

Family Wealth Report Awards  
WealthBriefing Asia & Greater China Awards

**27 JUNE 2024**

WealthBriefing Wealth For Good Awards

**3 OCTOBER 2024**

WealthBriefing Asia EAM Awards

**21 NOVEMBER 2024**

WealthBriefing MENA Awards

**5 DECEMBER 2024**

WealthBriefing Channel Islands Awards



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