

2nd Annual

Private Banking

Examining the Transformation of Client Servicing and the Strategies for Growth in a Competitive Market

Central London

16th & 17th
June 2005

Implement
unique
strategies...

...to widen market share
in a low return environment.

With a client base that is becoming increasingly mobile and sophisticated when choosing a banking partner, it is essential to provide the right products and services and develop your business into a complete value-adding solution provider. This conference will provide a much needed opportunity to benchmark strategies to ensure your organisation's growth and success in a highly competitive industry.

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Gain insights into vital issues:

- Define the drivers of consolidation within private banking
- Investigate the impact of the European Savings Directive on future business strategy
- Examine the transformation of client servicing and the move away from the product sales culture
- Discover how to build an effective sales and support team to offer a wider range of investment solutions
- Realise the diversification and return benefits of structured products and commodities in an investment portfolio
- Learn how to implement unique and effective strategies for growth in a competitive market
- Assess the distribution channels in private banking and the role of intermediaries in a distribution strategy

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In the Chair:

Sebastian Dovey
Managing Partner, Head of Consulting
Scorpio Partnership

James Cunningham
Head, Portfolio Management
Bank Sarasin & Cie

Your Expert Speaker Panel:

Jeremy Marshall
CEO
Credit Suisse UK

Paul Smith
Managing Director, Private Banking
HSBC Private Bank (UK)

Robert Taylor
CEO
Kleinwort Benson Private Bank

Dr Sebastian Klein
Global Head, Private Banking
Commerzbank AG

James Cunningham
Head, Portfolio Management
Bank Sarasin & Cie

Michael McGowan
European Tax Advisor
JP Morgan Private Bank

Stephen Cooke
Partner, Private Client Department
Withers LLP

Taina Makijarvi
Head of Private Banking Concept and Strategy,
Savings and Wealth Management
Nordea

Stefan-Erik von Euw
Head, Market Analysis and Strategic Project
Banca del Gottardo

Helmut Kaiser
Chief Investment Strategist, Private Asset Management
Deutsche Bank

Martin Hueppi
Executive Vice President, Head of Product Management
Clariden Bank

Kevin Norrish
Commodities Analyst
Barclays Capital

Guy Oliver Aufenacker
Director
Berenberg Bank (Schweiz) AG

Celine van Asselt
Director, Risk and Performance
Fortis MeesPierson

Ray Soudah
Founder
MilleniumAssociates AG

Karri Haaparinne
Senior Vice President
Mandatum Private Bank

Wim Allegaert
Head of Product and Business Development
KBC Asset Management N.V.

Day 1

16th June 2005

Booking Line

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08:30 Registration and Coffee

09:00 Opening Address from the Chair

Sebastian Dovey

Managing Partner, Head of Consulting

Scorpio Partnership

THE CURRENT MARKET

09:15 **An Overview of Consolidation in the Private Banking Industry**

- Outlining the recent deals in the market
- Examining the drivers of consolidation and the trends that could impact the pace of consolidation in the future
- A structural and economic view
- Where does the pressure for further consolidation lie?

Ray Soudah

Founder

MilleniumAssociates AG

10:00 **Assessing New Growth Markets in Private Banking**

- Providing a global overview of where the risks and opportunities lie
- Examining and comparing key markets: EU, Eastern Europe, the Middle East and India

Jeremy Marshall

CEO

Credit Suisse UK

10:45 Morning Coffee

REGULATORY CHANGE ON A EUROPEAN LEVEL

11:10 **Understanding the European Savings Directive**

- Exploring the Directive
- Impact of tax laws on cross border tax planning
- Addressing the onshore/offshore debate

Stephen Cooke

Partner, Private Client Department

Withers LLP

11:55 **The Practitioner's View: Debating How Regulation Can Influence Future Business Strategy**

- Outlining a practical response to the European Savings Directive
- Debating if there will be a wholesale and geographical shift in strategy
- Could Singapore be a good location to move money?

Michael McGowan

European Tax Advisor

JP Morgan Private Bank

12:45 Luncheon

TRANSFORMATION OF CLIENT SERVICING

14:00 **Case Study**

Examining Client Segmentation in Private Banking

- Investigating the current segmentation across the industry
- Various segmentation models
- Benefits and difficulties in segmentation
- Finding the optimal segmentation solution
- How to put in place segmentation internally

Stefan-Erik von Euw

Head, Market Analysis and Strategic Projects

Banca del Gottardo

14:45 **Case Study**

Improving Client Servicing

- The advisory process
- Assessing the needs of clients
- Debating the big challenge: Offering systemised services that appear bespoke
- How can private banking become better relationship banking?
- Developing an organisational culture that supports the delivery of service

Taina Makijarvi

Head of Private Banking Concept and Strategy, Savings and Wealth Management

Nordea

15:30 Afternoon Tea

15:45 **Panel Discussion**

Debating the New Style and Structure of Private Banking

- Moving from a product provider to a solution provider: Matching the needs of clients
- Product sales versus wealth management advice: Which is best and how easy is it to achieve?
- Discussing the structure of private banking
 - The interdependence of investment banking and private banking
 - Can private banking stand alone as a separate sector?

Robert Taylor

CEO

Kleinwort Benson Private Bank

Jeremy Marshall

CEO

Credit Suisse UK

Dr Sebastian Klein

Global Head, Private Banking

Commerzbank AG

16:40 Closing Remarks from the Chair

16:45 Close of Day One

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08:30 Re-Registration and Coffee

09:00 Opening Address from the Chair

James CunninghamHead, Portfolio Management
Bank Sarasin & Cie

INVESTMENT SOLUTIONS

09:15 **Building an Effective Internal Sales and Support Team to Provide the Right Investment Solutions**

- Offering a better approach and a wider range of products
- Developing and building an internal sales and support team
- Sales staff versus private bankers
- Remuneration for sales staff
- Could private banking learn from the investment banking model?
- Matching the needs of clients
- Educating clients

Martin HueppiExecutive Vice President, Head of Product Management
Clariden Bank10:00 **Why Commodities and Why Now?**

- Assessing the recent growth in commodity market investments
- What is different about this commodity bull run?
- Investigating how to access the commodity market
- How much should be allocated to commodities?

Kevin NorrishCommodities Analyst
Barclays Capital

10:45 Morning Coffee

11:10 **Examining the Use of Structured Products in Wealth Management**

- What derivatives are being used?
- What formats are being used?
- Risks and returns for private clients

Wim AllegaertHead of Product and Business Development
KBC Asset Management N.V.11:55 **Panel Discussion****Reacting to a Low Return Market: The Need for Innovation versus Fad Investments**

- What investment products are providing the greatest returns?
- Have hedge funds had their day? Discussing recent low performance
- Private equity, commodities, property and structured products: Is there any real benefit?
- Should there be more classic instruments in the portfolio to provide longer-term solutions?
- Educating clients

James CunninghamHead, Portfolio Management
Bank Sarasin & Cie**Helmut Kaiser**Chief Investment Strategist, Private Asset Management
Deutsche Bank**Guy Oliver Aufenacker**Director
Berenberg Bank (Schweiz) AG

12:45 Luncheon



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GROWTH STRATEGIES IN A COMPETITIVE INDUSTRY

14:00 **Case Study****Growth Strategies in Private Banking: Traditional Beliefs versus Insights of Commerzbank**

- Need for growth in a competitive market: The example of Germany
- Organic growth options: CRM, team lift outs and others
- External growth: Co-operation and consolidation in the private banking industry

Dr Sebastian KleinGlobal Head, Private Banking
Commerzbank AG14:45 **Sharing Quality Time with your Customers: Enhancing the Customer Experience**

- Shrinking margins: Serving more customers with fewer relationship managers
- Understanding customer profitability
- How to increase your share of wallet
- How to grow and at the same time keep your customers happy

Karri HaaparinneSenior Vice President
Mandatum Private Bank

15:30 Afternoon tea

DISTRIBUTION CHALLENGES

15:45 **Case Study****Overview of UK Distribution Channels, with Particular Emphasis on Working with Intermediaries**

- Distribution options in the UK market
- The role of intermediaries in a distribution strategy
- Acquiring intermediaries
- Maintaining the relationship: Defining best practice for your organisation

Paul SmithManaging Director, Private Banking
HSBC Private Bank (UK)

NEW TRENDS IN RISK AND PERFORMANCE MEASUREMENT

16:30 **Assessing the Need for Increased Transparency in Risk and Performance Measurement**

- Realising the current state of client mobility
- The changing needs and demands of clients: Increased sophistication in reporting, increased transparency
- Assessing the client needs: Client's demand to see the impact on risk and performance
- Reporting about risk and performance: An integrated approach

Celine van AsseltDirector, Risk and Performance
Fortis MeesPierson

17:15 Closing Remarks from the Chair

17:20 Close of Conference



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