

By Invitation Only



Building the world's future leaders in finance™

Presented by the American Academy of Financial Management

**Exclusive Program for Leaders in
Private Banking and Wealth Management**

Masterclass in Wealth Management

Week 1 – Dubai

*One & Only Royal Mirage, Dubai
(April 22 – 26, 2007)*

Who should attend?

This highly practical qualification has been specifically designed for Division Heads, Senior Executives and Team Leaders from:

- Private Banks
- Wealth Management Divisions of Retail Banks
- Brokerage Firms
- Fund Managers
- Private Equity Operations
- Investment Houses

**“Outstanding. A serious event,
for serious players in the
Wealth Management arena.”**

Andrew Kane
Head of HSBC Private Bank, California

**“If you want to lead the business,
this Masterclass is the only way
to start...”**

Ramzi Saboury
Head of Marketing and Business Development
Private Banking Group, BKME

Week 2 – Zurich

*Swissôtel, Swiss Finance Institute
(June 25 – 29, 2007)*



Supporting Partner

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Strategic Business Intelligence for the Financial Services Community

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DUBAI QUALITY GROUP
Dubai Quality Group

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Leadership and Vision

There is no doubt that Private Banking and Wealth Management is rapidly growing in the Middle-East. However, increasing competition and shortage of available skills in the marketplace continue to place pressure on the leadership of HNWI focused businesses. As a result, divisional heads, senior managers and team leaders are increasingly being put under pressure to make the bottom line numbers and product margins. All this is happening in a market where the best of breed players in the world are starting to focus on market share and growth.

Success is based on the ability of individuals to perform as leaders in the business. If you get the mix right, you'll go from being a manager of high-net worth to a client in no time. Get it wrong and you'll be forever chasing your numbers against a backdrop of uncertainty.

This Masterclass has been designed by long-term leaders in High-Net Worth Client operations from Zurich, Hong Kong, and New York, along with local experts from the Middle-East and Malaysia on Islamic Finance. The team of expert speakers and facilitators include practitioners with, on average, more than 25 years of experience in Private Banking, Wealth Management and Private Equity. The 'Masterclass in Wealth Management' program is backed by the academic credentials of the Swiss Finance Institute and the American Academy of Financial Management.

Who is the American Academy of Financial Management™?



Building the world's future leaders in finance™

The American Academy of Financial Management™ is the world's fastest growing professional association with approximately 40,000 members in over 145 countries hosting and organizing certification training worldwide and offering exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria.

Our programs are certified by the American Academy of Financial Management (AAFM) and recognised in over 145 countries by 560 training providers, universities, colleges and business schools.

The AAFM was chosen in 2006 by Dubai Financial Market (DFM) to conduct the seven week professional training component of the Kafa'at program for graduates entering the brokerage and trading industry. AAFM also has alliances with the the Swiss Finance Institute, Dubai Institute of Human Resource Development, Dubai Quality Group, Knowledge Village and many more.

With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the world's leading professional association for financial practitioners. The AAFM Executive Designation Programmes also provide the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision and are recognized on both the NASD and US Department of Labor websites.

World-Class Faculty includes:



Dr. Gordian Gaeta, private equity investor and advisor, editor of 'Frontiers in Credit Risk', and management consultant, specialises in analysing and resolving complex corporate issues for financial institutions and businesses. As a partner with Booz Allen & Hamilton, he developed strategies and business plans for capital markets participants and financial institutions in all major economies and for many of the region's stock exchanges.



Dr. Harry Hurzeler is COO and Director Executive Education of the Swiss Finance Institute and was Managing Director of the Swiss Banking School until its merger into the Swiss Finance Institute. Dr. Hurzeler spent 13 years at Credit Suisse, among other as Managing Director of CS Trust & Banking, Tokyo, as Managing Director and Country Manager Japan for CS First Boston and as Head of CS's international IT.



Dr. Eduardo Schindler is the founder and CEO of 2thePoint AG, in Zurich, a firm providing strategy, finance and M&A services primarily to European entrepreneurs and families holding substantial equity interests in privately-held companies. Dr. Schindler is also a co-founder of NewCenturyBank in the Principality of Liechtenstein, where he served as CEO and member of the Board of Directors.



Michael Preiss CWM serves as Associate Director, Investment Advisory Group at HSBC Private Bank, serving clients in the ME and South Asia. He is a Director and Economic Advisor to East India Asset Management in Sri Lanka, the Ceylon Index Fund manager, a Director and Research Fellow at The Asian Bond Market Forum. He is a regular commentator on Bloomberg TV, CNBC Asia, the BBC and New Delhi TV and a regular columnist for Forbes Arabia.

Supporting Partner

Swiss Finance Institute

swiss:finance:institute

A unique partnership between the academic world and the finance sector. As a world-leading financial centre, Switzerland has the natural ambition to house a world-leading research and training centre in banking and finance. The Swiss Finance Institute is a private foundation created in January 2006 by the banking and the finance community of Switzerland together with several Swiss universities with the aim of advancing research activities in finance and executive education in the banking and finance sector. The Swiss Finance Institute incorporates the well-known foundations FAME and the Swiss Banking School and is now one of the major European providers of advanced executive education in banking and finance. The Institute offers a wide variety of programs and allows for a tailor-made response to the needs of banking and finance professionals. The programs combine state-of-the art knowledge and skills in financial management with practical experience and insight into the functioning of the financial sector.

Sponsors



2thePoint

2thePoint is a Zürich-based firm providing advisory services in the fields of strategy, finance, M&A, and private-equity primarily to HNWIs and owners of privately-held companies. The Firm also works closely with a number of private banks and family-offices that outsource their M&A and private-equity services. 2thePoint has offices in Zürich, Dubai and Singapore, and also has an extensive network of closely-related business partners in places like New Delhi, Milan, London, Geneva, Zug, Liechtenstein, and Santiago de Chile.



Dubai Quality Group

The Dubai Quality Group was set up as a non-profit organisation by the Department of Economic Development under the patronage of H.H. Sheikh Ahmed Bin Saeed Al Maktoum. The Group offers comprehensive programmes with the objective of improving Quality and Service among its member organizations. Since inception in February 1994, the DQG has grown to include more than 1,500 individuals representing over 300 prominent organisations from both the private and the public sectors.

Official Media Partner



Asian Banker

The Asian Banker is a research and intelligence company dedicated to providing incisive and up-to-date information and analysis on strategic developments in financial services industry in the Asia Pacific region. The Asian Banker was established in 1996 by Mr Emmanuel Daniel, Managing Director & Editor-In-Chief. Today, the Company delivers strategic intelligence and research services via its three core products and services: editorial, research and forums. These offer unparalleled sources of information in aiding decision-makers in the region's financial services industry.



Philip Marcovici is CEO of LawInContext Pte. Ltd, the interactive knowledge venture of Baker & McKenzie, a Partner of Baker & McKenzie and a Member of the Steering Committee of its European tax practice. He has been an honorary lecturer at the law school of Hong Kong University and the University of Zurich law faculty. He is a member of the tax sections of the American and Canadian Bar Association and the Canadian tax foundation in Switzerland.



Brett King is the CEO of the American Academy of Financial Management, and an internationally acknowledged expert on wealth management and private banking with an emphasis on the Middle East and Asia Pacific. Prof. King is also the founder of User Strategy, a boutique consultancy focused on improving customer interaction for leading financial services companies and businesses.



Andrew Cassim is the Director of Training for Crucial Communication. A regionally renowned trainer and speaker, Andrew helps relationship managers from many of the world's top financial institutions to become a trusted advisor to their clients. Andrew is a veteran of experiential training and development, business management and IT consulting both in Asia and Europe.



Peter Schuppli is Member of the Board of the Cottonfield Family Office Ltd. and Partner of the AQUILA PARTNERS GROUP, an independent asset management group. Peter has previously held various positions in the Credit Suisse Group and was senior manager at Bank Leu until 2003, initially as Head of Private Banking Switzerland, then as CFO. Peter is a Certified Financial Planner (CFP®).

AAFM™ Masterclass in Wealth Management

Dubai, One & Only Royal Mirage – April 22-26, 2007



Building the world's future leaders in finance™

Course Timings:

8:30am – 2:30pm followed by lunch and close
(2 coffee breaks during the day)

Day One – April 22

Dr. Gordian Gaeta and Brett King

Mavericks, Leaders and Managers – Leading the Business

What is the essence of leadership in High-Net Worth focused businesses today?

- Leadership skills – what makes you a leader instead of an organizer
- People Management – encouraging and promoting performance
- Managing upwards – influencing the board and your boss

Strategies for Growth: IPOs, Asset Management, Client Specialist

- What are the right strategies for your institution in the Gulf?

Day Two – April 23

Andrew Cassim

Sales Leadership – Targeting the right clients

Regional Focus: Segmentation, Market Positioning

Middle-East opportunities and changes brought about by the increases in HNWI and ultra-HNWI wealthy. Developments in the investment/advisory market in the Middle East and the impact of new competitors in the region.

Emerging opportunities in Real Estate, Private Equity, Hedge Funds, etc.

Account Planning, Targeting and Selling

Revenue = Sales, Sales = Focus. In this critical component of the masterclass, we review the different account planning, targeting and selling techniques available to the HNWI business unit manager, including:

- Target Account Selling
- Mix of Relationship versus Execution/Product Sales
- Responsibility to client versus responsibility to the bank, and achieving balance between product specialist and client advisor.

This program is subject to change.

Day Three – April 24

Andrew Cassim and Gordian Gaeta

Retaining clients, growing portfolios.

Best practice to increase client loyalty and ensure customer satisfaction

- What are the problems in approaching a client retention strategy?
- What inspires the HNWI to move?
- Cost of retaining existing clients vs. cost of acquiring new clients
- Monitoring relationships to ensure the highest level of satisfaction
- What happens when your RM's move? Because they will...

Day Four – April 25

Michael Preiss

Trading, Markets and Analysis

A review of market operations and the role of the WM advisory. What the market tells you and your clients in respect to economic indicators. Working with the strategic advisory team, and expectations of your RM's in respect to reading the market.

Afternoon Tour of the Dubai Financial Market Trading Floor, a private meeting with Director Essa Kazim disclosure

Day Five – April 26

Deep Dive Innovation Workshop – Taking you months ahead of the game

As an exercise to illustrate how to build a world-class team from the ground up, the instructors and facilitators of the Masterclass, along with teams of delegates will participate in a deep dive exercise to brainstorm building a new investment house, boutique private bank or specialist advisory firm.

At the completion of the day, teams will be judged on the originality and innovation behind their new start-up or incubation idea.

Review And Programme Summary

Dubai – The World's fastest growing City

Dubai's economy grew around 16 per cent in 2005, or at an average of 13.4 per cent between 2000-2005, to be worth an estimated \$37 billion. The target GDP goal of \$30bn by 2010 was exceeded in 2005, so the Emirate's ruler Sheikh Mohammed bin Rashid Al Maktoum set Dubai the target of tripling its gross domestic product to \$108 billion by 2015.

At a project growth of 11% per annum leading up to 2015, this growth is expected to beat that of China, acknowledged to be one of the fastest growing economies in the world today with a growth rate of 8.5 per cent. No longer an oil-based economy, Oil revenues only accounted for only 3pc of GDP in 2006 compared with 10pc in 2000, as state-owned companies such as Emirates, DP World (the third largest container port operator in the world) and Emaar lead the charge in diversification of the economy.

AAFMTM Masterclass in Wealth Management

Zurich, Swissôtel – June 25-29, 2007

Course Timings:

9:00am – 5:00 pm

(2 course breaks during the day)

Day One – June 25

Dr. Harry Hurzeller

Strategic Developments in Private Banking

An overview of the strategic logic of private banks, dealing in particular with the key steps required to implement a successful wealth management business and the importance of differentiation as a key factor in developing a successful overall Business Strategy.

Included are a case study and a series of discussions on Business and Marketing Strategy. In the afternoon a senior guest speaker from a Swiss Private Bank will present their strategy.

Case Study 1: Differentiation strategy

Day Two – June 26

Dr. Eduardo Schindler

Private Equity Investments

This class is motivated by the huge increase in private equity in the last few years. The class gives a solid overview of sophisticated products for the advisor, enabling the private banker to provide his wealthy clients with profound advice regarding investments, thereby avoiding the pitfalls and taking the customer beyond the marketing glamour.

Visit and dinner in Luzern

Day Three – June 27

Peter Schuppli

Successful Leadership in Private Banking

A discussion of the components required for successfully coaching and managing a team of client advisors to excellence and on how to perfect their client relationship skills.

The theory and cases will be underlined with a guest speaker from a Swiss Bank, giving the participant a unique insight into Swiss Private Banking culture.

Case Study 2: Optimising Client Relationship Skill

This program is subject to change.

Day Four – June 28

Prof. Thorsten Hens

Investment Strategies and Asset Allocation

These lectures deal with optimisation of international asset allocation to suit the specific needs of the wealthy individual, taking financial as well as psychological aspects into consideration. This approach provides the participant with the toolkit required to advise on the huge financial benefits and risk reduction available through an appropriate international investment strategy.

A practitioner from a Swiss Private Bank will explain the approach taken by his institution.

Case Study 3: International Asset Allocation

Day Five – June 29

Philip Marcovici

The needs of wealthy families

Participants will acquire an encompassing sensitivity towards all aspects of wealth planning for high-net-worth individuals, receiving insights into the major principles and developments in international estate and tax planning and how to recognize opportunities for clients.

The day closes with the participants presenting their group assignments on wealth structuring and managing the private banking firm.

Group presentation and Assessment

Closing remarks

Closing dinner and award ceremony

By attending this two-week Executive Masterclass, you will:

- Learn how to manage your HNWI business more effectively
- Understand the changing dynamics of the HNWI business in the Middle-East and globally
- Understand product trends and how to properly segment and position your business in the marketplace
- Learn techniques for sales leadership that will extend your total book of business
- Build new models for incentivizing and rewarding relationship managers
- Improve your capability on the operations side of the business, and
- Better understand profit and growth levers

Switzerland – The home of Private Banking

Switzerland has been for decades, and by a very large margin, the world's largest off-shore center for private banking. Presently the ca. 360 banks active in Switzerland do manage nothing less than US\$ 4'900 bio. – representing ca. 35% of market share. The long-standing and well-preserved merits of Swiss banking secrecy have convinced generations of wealthy investors from around the world to look at Switzerland as perhaps the safest place in the planet to domicile financial assets.

There is something about the "Swiss touch" when it comes to private banking: precision, reliability, steady performance, long-term view. The result is a win-win dynamic between well-managed Swiss banks, competent Swiss bankers and a large and ever-growing number of affluent and demanding clients. Just like Switzerland many years ago, Dubai is now emerging as the point of reference of the GCC region when it comes to banking and finance.

Registration Form

Three Easy Ways To Enrol

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Course Dates

Masterclass in Wealth Management
 Dubai – April 22-27, 2007
 Zurich – June 25-29, 2007

Course Venue

Dubai – One & Only Royal Mirage, Dubai
 Zurich – Swissôtel, Zurich

Course Fee:

Fax/Email enrolment before
 15th March 2007 : **US\$11,600.00**
 Regular Fee : **US\$12,450.00**

Group Discount:

Register three (3) or more delegates and receive **10% OFF** the Regular Fee.

Payment Methods:

Please pay by cash, cheque, direct debit or credit card.

All cheques should be crossed and made in favor of **AAFAM International FZ-LLC** and mailed to **PO Box 211405, Dubai, United Arab Emirates**. For direct debit payments please email register@aafm.org for bank details.

Fee includes instruction, course materials and case studies. Upon successful completion of the course, the AAFM award of Master Wealth Manager and free 2 year membership in AAFM.

Please note: Course fee does NOT include travel and accommodation expenses.

Registration Details

Title: First Name:
 Last Name:
 Company Name:
 Job Title:
 Department:
 Address:

 Postcode: Country:
 Tel: Fax:
 Mobile:
 Email:

For multiple registrations, please copy this page.

Yes! I would like to receive information about future events and services via email.

Hotel and Accommodation Details

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To reserve your accommodation, please contact the hotel directly to ensure availability.

Visa/Travel Documentation

Delegates requiring visas should directly contact the hotel at which they have made reservations. Please do this as soon as possible to avoid potential delays.

Payment Options

- Cash – please do not send cash through the post
- Cheque – Please make payable to “AAFAM International”
- Bank Transfer – Email register@aafm.org for details

Credit Card Payment

- Visa American Express Mastercard

Card Number

Expiry Date /

Name on Card

Signature

Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a 25% cancellation fee will be payable. Registrations cancelled less than seven (7) days before the event must be paid in full.

Customised Solutions And On-Site Training

AAFAM provides tailor-made, superior and highly cost-effective in-house training with professional certification awarded. Our qualifications can be articulated to a full university qualification or can be a highly focused, tailored curriculum delivered by the most experienced industry experts. With global recognition and a faculty of specialists who are industry practitioners, we teach the ‘how’ and ‘why’, not just the ‘what’. Call us now on +971 4 262 8990 or email onsite@aafm.org.

AAFAM reserves the right to change venue and/or speakers.