

# HOW TO AVOID GETTING POOR AFTER HAVING BEEN RICH

## THE MAIN MISTAKES TO DO AWAY WITH

Featuring eminent Family Offices & highly successful entrepreneurs:

Philippe Saint André - Saint André Group  
Philippe Delienne - La Française des placements

Thomas Wouters - Leman Trust  
Bruno Delaunay - International Audition Group

21<sup>st</sup> & 22<sup>nd</sup> September 2006, Mandarin Oriental Hotel 5\*, Geneva

The number of family offices keeps increasing and accelerating every year all over the world. When entrepreneurs sell their enterprise, most believe they are then rich forever.

Nevertheless experience shows that quite a few lose a very large share of their fortune in five to ten years.

Why?

Because whilst they were good at making money through their industry or service corporations, former entrepreneurs don't possess the skills and knowhow required to develop their new mostly financial activities.

Beyond the two basic bad moves : giving full responsibility of one's fortune to a portfolio manager and forgetting to control or deciding to take care by oneself of all the necessary financial moves, there are quite a lot of wrongdoings that the former entrepreneur is inevitably subject to and lead him to failure.

Those mistakes are related:

- failure of setting up a secure legal strategy, failure of developing a safe tax scheme, failure of protecting the transgenerational interest in their family.
- poor allocation of resources, poor timing, poor risks control, poor adaptation of strategy along with the environment changes, poor global control.

Deep analysis of those mistakes along with advice on how to avoid them will be the core of this seminar.

Very successful former entrepreneurs, including some who did not fare well in their activities of protecting their fortune, strategists in private equity and other specialists, for instance in asset and wealth protection will turn these two days in an invaluable experience that will contribute not only to the preservation of your wealth, but most important to its enhancement.

Jean Mandelbaum - President  
Financial Events International

### ■ DAY ONE: 21<sup>st</sup> SEPTEMBER 2006

- **Mr John Harper**  
Managing Director, Mauritius International Trust Company Limited
- **Mr Stephen Secrette**  
Head of Marketing, Lombard International Assurance SA
- **Mrs Justine Markovitz**  
Head of Geneva Office, Withers LLP
- **Mr Andrew Law**  
President & CEO, International Protector Group LTD  
Director of the Bahamas Financial Services Board
- **Dr Ariel Sergio Goekmen**  
Director, Credit Suisse, Head Office
- **Malcolm Glaister**  
Head of JP Morgan's Family Office practice based in London,  
JP Morgan Private Bank
- **Dr André Tomfort**  
Professor for Finance & Economics, Berlin School of Economics
- **Ms Barbara Hauser**  
Director, Citigroup Family Wealth Advisory Services
- **Mr Jonathan Carroll, MBA, CPA**  
Co-founder and Managing Director, Family Office Metrics LLC
- **Mr Steven Draper, MBA**  
Managing Director, Family Office Metrics LLC

### ■ DAY TWO: 22<sup>nd</sup> SEPTEMBER 2006

- **Mr Robert Colvin,**  
Partner, Baker & McKenzie LLP  
Member of the Management Committee of Baker & McKenzie's  
North America Private Banking Practice Group
- **Mrs Barbara de Beurme,**  
Director, Private Insurer SA
- **Mr Jean-François Lycops**  
Director, Private Insurer SA
- **Dr Teodoro Cocca**  
Professor, Swiss Banking Institute
- **Mr Kristof Agache**  
Head of Fund Research, Deutsche Bank
- **Mr Clive Hyman**  
Founder & Managing Director, Hyman Capital Services Limited  
Founding Partner, HC Partners
- **Mrs Pamela Radsch**  
Vice President, Hub International Private Client Advisors
- **Dr John Mullin**  
Managing Director and Portfolio Manager,  
Bear Stearns Asset Management
- **Mr John Campbell**  
Partner, KPMG's M&A Group
- **Mr Aka Jahangir**  
Director, SEI

# CONFERENCE PROGRAMME

## ■ DAY ONE: 21<sup>ST</sup> SEPTEMBER 2006

### 0900 Chairman's Welcome & Opening Remarks

*Jean Mandelbaum*

*President, Financial Events International S.A.*

### BASES OF FAMILY OFFICE STRATEGIES

#### 0910 Protecting the Family from Itself – a Trustee's Viewpoint

- Establishing the correct structure
- It's my money, you are just Trustees!
- Understanding the family – warts and all
- Gaining their trust (and vice versa)
- Balancing everyone's needs
- Beneficiaries from Hell – The impossible, the greedy and the idle
- The underlying company – to interfere or not?
- Training the next generation

*Mr John Harper (Mauritius)*

*Managing Director, Mauritius International Trust Company Limited*

*Prior: Managing Director of Appleby Trust (Bermuda) Limited*

#### 0955 The use of life assurance as a tax and estate planning tool

- What type of life assurance to use
- Potential tax planning benefits
- Potential estate planning benefits
- Restrictions and caveats
- Country specific opportunities

*Mr Stephen Secrette (Luxembourg)*

*Head of Marketing, Lombard International Assurance SA*

*Prior: Trust companies of Coutts and Merrill Lynch*

#### 1040 Coffee

#### 1100 Keeping wealth in the Family

- Threats to family wealth (eg Changes in offshore environment and 3rd EU Money Laundering Directive)
- Family Office structures
- Family governance issues
- Uses of trusts in preserving family wealth

*Mrs Justine Markovitz (Switzerland)*

*Head of Geneva Office, Withers LLP*

#### 1145 Structuring Family Offices in Offshore Locations

- How does one choose a location for a Family Office
- Evolution vs. Big Bang
- Will my Family Office need a license in the jurisdiction
- Who will run my Family Office - direct employees, support from other owned businesses and/or outsourcing to 3rd parties

*Mr Andrew Law (Bahamas)*

*President & CEO, International Protector Group LTD*

*Director of the Bahamas Financial Services Board*

*Prior: Managing Director of Credit Suisse Trust Limited Bahamas*

#### 1230 Lunch

### PHILOSOPHIES OF FAMILY OFFICE BUSINESS

#### 1400 New ways to manage family wealth

- The real Question?
- The old ways and where did they lead to?
- The New World
- New Ways and new conceptual Maps
- Lessons learned from wealthy families
- Role of Advisors in the New World
- Conclusion

*Dr Ariel Sergio Goekmen (Switzerland)*

*Director, Credit Suisse, Head Office*

*Vice-President of the British Swiss Chamber of Commerce*

#### 1445 Family Fortunes, easy to loose, hard to sustain

- Eight Ways to keep the fortune within the family
  - Key challenges facing wealthy families
  - How good governance can preserve the family fortune

*Malcolm Glaister (United Kingdom)*

*JP Morgan Private Bank*

*Head of JP Morgan's Family Office practice, based in London*

*Prior: Chief Operating Officer of JP Morgan Private Bank in the United Kingdom*

#### 1530 Coffee

#### 1545 Avoiding stock market crashes - A safe strategy for capital preservation & enhancement

- The Stock Market Premium: Why Capital Enhancement needs Stock Market Investments.
- The major Stock Market Risk for Investors: Crashes in Combination with wrong Market-Timing
- Wrong Market-Timing: Lessons from Behavioural Finance
- Are institutionals better Investors?
- The Right Strategy: Being a long-term Stock Market investor and avoid the Crashes
- How to recognise a possible Crash Environment
- Solution for Capital Preservation & Enhancement

*Prof. Dr. André Tomfort (Germany)*

*Professor for Finance & Economics, Berlin School of Economics*

*Prior: Chief strategist at Rothschild Bank in Zürich*

#### 1630 Supporting the next generation: Education and the Pursuit of Happiness

- Current angst about the ability of children to cope with wealth
- Concerns about whether children will be «responsible stewards»
- Worries about the negative impact of wealth on motivation
- Proposed solutions: more about life and the pursuit of happiness

# CONFERENCE PROGRAMME

**Ms Barbara Hauser (USA)**  
Director, Citigroup Family Wealth Advisory Services  
Prior: Cadwalader, Wickersham & Taft LLP

1715 Coffee

## SPECIAL SEMINAR

### 1730 How to ensure that your global family office has the necessary operational structure to support its privacy and growth

- Learn how global families and family offices are facing the challenges of :
  - Data aggregation
  - Portfolio management and accounting
  - Performance reporting
  - Accounting and bill pay
  - Cash management and banking
  - Client communications
  - CRM
  - Client reporting
  - Document management
- Get up to date information from the US and EU on:
  - Technology platforms and services
  - Market leading software applications
  - Benchmarking business performance

**Mr Jonathan Carroll, MBA, CPA (USA)**  
Co-founder and Managing Director, Family Office Metrics LLC  
Prior: Corporate controller of Owen Financial Corporation  
Senior Vice President and chief operating officer of the Florida-based AMA Holdings, Inc. and its subsidiaries. Contributed articles to the journal of Wealth Management, Families in Business and Private Wealth Management.

1900 Cocktail

## ■ DAY TWO: 22<sup>ND</sup> SEPTEMBER 2006

### 0900 Chairman's Introduction

**Jean Mandelbaum**  
President, Financial Events International S.A.

## TOOLS OF THE FAMILY OFFICE

### 0910 International Estate Planning with a U.S. connection

- U.S Clients Looking Abroad
  - Export the Assets vs Import the Law
  - Cloning familiar onshore structures offshore
  - U.S. taxation of foreign trusts
  - Unwanted pregnant trust problems
  - Insurance solutions to U.S. tax issues
- Overseas Clients Investing into the U.S.
  - U.S. domicile and property situs rules
  - Insurance as an estate planning vehicle
  - U.S. real property investment strategies
  - Give your non-U.S. citizen spouse a big hug!

**Mr Robert Colvin (USA)**  
Partner, Baker & McKenzie LLP  
Member of the Management Committee of Baker & McKenzie's North America Private Banking Practice Group

### 0955 Optimizing wealth management through "tailor-made" life assurances

- What do we understand by «tailor-made life assurance» ?
- How does the EU framework for these contracts looks like ?
- What are the obstacles for using these contracts ?
- What are the merits of such a structure
- Some illustrations on how:
  - to preserve your wealth after having sold your business
  - to optimize the sales price of your business with a tailor made life assurance approach
  - to use a tailor made life assurance to transfer your business within the family

**Mrs Barbara de Beurme, (Belgium)**  
Director, Private Insurer SA  
Prior: PricewaterhouseCoopers Belgium and Germany

**Mr Jean-François Lycops (Belgium)**  
Director, Private Insurer SA  
Prior: Head of the financial sector group, PricewaterhouseCoopers

1040 Coffee

### 1100 Asset Allocation and Stock Picking

- The value of asset allocation
- Contribution of asset allocation to portfolio performance
- Asset allocation recommendations
- New research results and products

**Dr Teodoro Cocca (Switzerland)**  
Professor, Swiss Banking Institute  
Prior: Citibank Switzerland – Financial control  
Project Associate – Swiss Financial Center Watch

### 1145 Fund selection for a well balanced investment portfolio

- Why an impartial third party fund selection
- Advantages of funds of funds or a portfolio of funds
- What are the key fund selection criteria?
- The importance of style for fund selection
- Using historical data through a quantitative fund screening
- The qualitative fund selection process

**Mr Kristof Agache (Belgium)**  
Head of Fund Research, Deutsche Bank  
Prior: Fund Manager of balanced funds at Fortis Investments

1230 Lunch

## TOMORROW

### 1400 Development of private equity market: how to manage private company investments

- History and development of the private equity market
- Current trends in the market
- How to appraise investment
- Understanding markets and potential
- Developing the angle
- Use of leverage
- Hints and tips on pitfalls to avoid
- How to move forward

## How to get help - it's a sign of strength not weakness

- People issues • Trusted advisors
- Risk identification • Where do I get help from?
- Action planning and milestones

**Mr Clive Hyman** (United Kingdom)

Founder and Managing Director, Hyman Capital Services Limited  
Founding partner, HC Partners

**Prior:** Founding partner, KPMG's Transaction Services Private Equity practice

## 1445 Control, Alt, Delete: A Fresh Look at Managing Risk and Preserving Assets

- Risk management and risk transfer strategies that focus on asset preservation
- Protecting personal wealth from risk of potential loss due to factors other than portfolio related losses
- Three-legged-stool approach to risk management : minimizing risk, transferring risk and avoiding risk
- Exploring contemporary liability risks faced by significant families, family businesses and their stakeholders

### Litigation happens:

- Where one resides impacts one's exposure to personal liability lawsuits. What are the considerations for minimizing these exposures?

**Mrs Pamela Radsch** (USA)

Vice President, Hub International Private Client Advisors

## 1530 Coffee

## 1545 The importance of country allocation for international and global equity mutual funds

- Use of a return decomposition methodology analogous to that used by Brinson, Hood, and Beebower (Financial Analysts Journal, 1989), who examined the importance of asset allocation strategy relative to instrument selection in balanced portfolios

- Application to data on the actual mutual fund country allocations of international and global mutual funds
- Results & Conclusion

**Dr John Mullin** (USA)

Managing Director and Portfolio Manager, Bear Stearns Asset Management

**Prior:** Head Portfolio Manager at Prism Global Advisors LLC  
Director and Chief Equity Strategist of ABN AMRO

Vice President and Chief Equity Strategist of Salomon Brothers

Vice President of the Global Asset Allocation division at Smith Barney  
Senior Economist at the Federal Reserve Bank of New York

## 1630 Investing direct – we can do it ourselves, can't we? Lessons from Private Equity

- Motivation, strategy and investment goals
- Who will do it?
- Origination and execution
- Portfolio management and exits
- The pitfalls to avoid

**Mr John Campbell** (Switzerland)

Partner, KPMG's M&A Group

## 1715 Constructing portfolios aligned to client objectives

- Understanding clients needs and objectives
- Evaluating risks from different perspectives
- Reclassifying traditional asset class definition
- Utilisation of product innovation in client portfolios
- Implementation of asset allocation through efficient execution

**Mr Aka Jahangir** (United Kingdom)

Director, SEI Business Development, Private Banking and Wealth Management, UK and Middle East

**Prior:** Head of Product, Sales & Marketing for International Private Banking at standard chartered products

## 1755 Close of the conference

FINANCIAL EVENTS INTERNATIONAL

## The 1st Annual Family Office & Wealth Preservation Conference

# HOW TO AVOID GETTING POOR AFTER HAVING BEEN RICH

Mandarin Oriental Hotel, Quai Turretini 1, 1201 Geneva, Switzerland

Please contact us for special hotel rates - e-mail : l.plumet@financial-events.ch

Please register the following delegate for this conference (to be returned by fax or email) :

- 2150 €, 2750 \$, 3300 CHF, 1500 £, 10% discount if registration by August 10, 2006
- A special rate is granted for private business owners & single family officers

Name: .....	Bank transfer details:
Title: .....	UBS S.A. Montreux
Company: .....	SWIFT: UBSWCHZH80A
Address: .....	IBAN:
City/State/Zip Code: .....	CH160024924981274561K (\$)
E-Mail: .....	CH590024924981274560P (€)
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