

INTERNATIONAL PRIVATE BANKING & FAMILY OFFICE

*The first International Private Banking & Family Office Conference in Belgium
From Product Sales to Client Advice*

Joseph A. Field

Partner
BRYAN CAVE LLP, London

Bernard Mommens

Head of Private Banking
ARTESIA BANKING CORPORATION, Brussels

Philippe Szokoloczy-Syllaba

Head Family Office
HERITAGE FINANCE & TRUST, Geneva

John Cotton

Managing Director
MERRILL LYNCH INVESTMENT MAN-
AGERS, London

Ben Weekers

Senior Manager
PWC, Brussels

Richard Lowrie

Principal, Business Innovation Services
IBM (EMEA), London

Georg Wuebker

Director
SIMON KUCHER & PARTNERS, Bonn

Christian Sulger-Büel

Managing Director
SULGER BUEL & CIE, London

Philippe de Page

Associé
DE PAGE & NEUMANN, Brussels

Klaus Kuder

Managing Director
DEUTSCHE FAMILY OFFICE GmbH,
Frankfurt

Paul Delahaut

Managing Director
ALENA SA, Brussels

Roderick Balfour

Director
ROTHSCHILD TRUST, London

Jérôme Barré

Lawyer, Head of Family Business
LANDWELL & PARTNERS, Paris

Alain Mestat

Director
BANQUE PRIVEE EDMOND
DE ROTHSCCHILD, Luxembourg

Luc Estenne

Director
PARTNERS ADVISERS, Geneva

Christoph Kutscher

CEO and CIO
LGT CAPITAL MANAGEMENT, Vaduz

Osmond W M Plummer

Head of Private Banking Market Development
BANK OF NEW YORK
INTER MARITIME BANK, Geneva

Organised by:



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Le Meridien Hotel, Brussels - 24 & 25 April, 2001



Letter of President

Dear Executive,

The wealth management industry represents a huge market of 26 trillion US dollars. It is growing rapidly at a pace of 12% per annum, although still very fragmented and experiencing de-construction and rebuilding of its value chain through the impact of several major drivers of change.

A substantial portion of existing wealth is about to change hands and at the same time new wealth is created by young entrepreneurs with different needs and customer profiles.

These clients are looking for tax efficient vehicles and products with absolute performance targets and portfolios accessible from any location at any time. "The customer is now in the driving seat". Customer Relationship Officers offer the services the client want which means that technology is now introduced at customer level.

Active new wealthy families with preservation, performance and diversification objectives are looking for sophisticated advisory services, innovative asset allocation and real-time consolidated reporting based on solid customer services.

The practical implications for the industry, which is being pulled in many directions, is a need to specialize and focus towards either products or relationship and advice.

The Family Office concept is now gaining momentum across Europe as the ultimate demonstration of the bank's ability to move from product sales to client advice. The demand for sophisticated services in legal, tax as well as strategic asset planning is high.

This clearly involves reviewing the ideal structure to define and implement a range of value propositions to answer the client needs.

Ultimately, moving from product sales to client advice means being able to move from the question "what can I do for you" to the answer "what I would do if I were you".

The duties and responsibilities of the Family Office need to be clearly outlined to offer a genuinely independent service based on trust, confidentiality and security.

This conference is an outstanding opportunity to consider the major changes and challenges impacting on the industry and review your options to succeed in this new competitive environment.

CEO's, Managing Directors, Members of the Executive Board and seasoned Heads of Private Banking as well as legal and fiscal Advisors will meet and network in a very professional and friendly environment with an exclusive think tank of experts.

Looking forward to meeting you in Brussels,

Yours Faithfully


François Golbery
Chief Executive Officer
MGI (Switzerland) S.A.

Tuesday April 24 - day one

A NEED FOR COMPLEX STRUCTURING AND TAX EFFICIENT PLANNING

9.00 **Welcome Address by the Chairman**

Joseph A. Field

Partner
BRYAN CAVE LLP, London

9.15 **What does Value means for the Belgium Private Banking Client**

Bernard Mommens

Head of Private Banking
ARTESIA BANKING CORPORATION, Brussels

10.00 **Estate and Tax Planning in an Increasingly Complex Environment**

Joseph A. Field

Partner
BRYAN CAVE LLP, London

10.45 **Coffee-break**

11.15 **Relocation of HNWI: The Key Issues**

- Staying or leaving: the pros and cons in an increasingly complex environment
- Safety tips to avoid problems with the former country of residence
- Recent domestic trends to prevent the relocation of HNWI

Philippe Szokoloczy-Syllaba

Head Family Office
HERITAGE FINANCE & TRUST, Geneva

12.00 **Domestic European UHNW and Tax Efficient Investment Products**

- 15,000 European fortunes with liquid assets over 30 mio US dollars
- The UHNW European market – a domestic, not an off-shore one
- Europe has 16 main tax jurisdictions and they are all very different in user friendliness for the HNW and UHNW family

John Cotton

Managing Director
MERRILL LYNCH INVESTMENT MANAGERS, London

12.45 **Lunch**

THE INDUSTRY-KEY DRIVERS OF CHANGE

14.00 **Recent Private Banking Industry Trends in Europe & Belgium**

Ben Weekers

Senior Manager
PWC, Brussels

14.45 **Channel Strategy and Channel Development in Financial Services**

- m-commerce and what this means for financial services organisations
- implications for customer management and value relationship creation
- how to create a structure to leverage the opportunities

Richard Lowrie

Principal, Business Innovation Services
IBM (EMEA), London

15.30 **Afternoon Tea**

16.00 **Value-Based E-Pricing**

Georg Wuebker

Director
SIMON KUCHER & PARTNERS, Bonn

16.45 **Recruitment and Compensation in Private Banking**

- Private client profiles
- Discretionary bonuses
- Direct equity, profit sharing, stock options
- Average remuneration figures

Christian Sulger-Büel

Managing Director
SULGER BUEL & CIE, London

17.30 **The Private Banker of the 21st Century**

- the end of tax evasion?
- the end of the independents?
- the dawn of intellect over personality?

Osmond W M Plummer

Head of Private Banking Market Development
BANK OF NEW YORK INTER MARITIME BANK, Geneva

18.15 **Closing Remarks by the Chairman**



Wednesday April 25 - day two

MOVING FORWARD INTO THE FAMILY OFFICE SERVICES

9.00 **Welcome Address by the Chairman**

Philippe de Page

Associé
DE PAGE & NEUMANN, Brussels

9.15 **The Approach of a Global Player to Family Office Services**

- The Private Banker & the Family Officer as complementary partners of the family
- Benefits of a Family Office operation within a large financial institution

Klaus Kuder

Managing Director
DEUTSCHE FAMILY OFFICE GmbH, Frankfurt

10.00 **The Multi-Family Office Concept: Structuring Wealth & Offering Investment Management Services while Avoiding Conflicts of Interest**

Paul Delahaut

Managing Director
ALENA SA, Brussels

10.45 **Coffee-break**

11.15 **The Trustees and the Family Office Function**

- The importance of an independent trustee
- A trust company as Family Office
- Widespread access and experience of service providers
- The Trustee working with the Family Office

Roderick Balfour

Director
ROTHSCHILD TRUST, London

12.00 **Duties and Responsibilities of the Family Office**

Jérôme Barré

Lawyer, Head of Family Business
LANDWELL & PARTNERS, Paris

12.45 **Lunch**

14.30 **Practical Experience of the US Style Family Office and Transposition to Europe**

Alain Mestat

Director
BANQUE PRIVEE EDMOND DE ROTHSCHILD,
Luxembourg

15.15 **Why do Family Offices Invest in Hedge Funds?**

- How to select hedge funds
- How to construct hedge funds

Luc Estenne

Director
PARTNERS ADVISERS, Geneva

16.00 **Strategic Asset Allocation for the Princely Family: a Case-Study**

Christoph Kutscher

CEO and CIO
LGT CAPITAL MANAGEMENT, Vaduz

16.45 **Close of the conference**

A CAREFULLY SELECTED PANEL OF PROFESSIONAL EXPERTS

Joseph A. Field is partner in the London Office of Bryan Cave LLP and heads the firm's European Private Client practice. In addition to concentrating on representing wealthy international families, he advises financial institutions on establishing trust & fiduciary services. He practiced in Europe for 20 years and is a member of the California & District of Columbia Bars.

Bernard Mommens is the Head of Private Banking of Artesia Banking Corporation since January 2000 after having worked for 2 years at the head of the legal department. He has built up his career within Paribas Belgium successively as legal counsel and head of the legal department. Bernard Mommens holds a law degree from the University of Leuven.

Philippe Szokoloczy-Syllab is Head of Family Office at Heritage Finance & Trust Co. Prior to this, he co-headed the International Tax & Estate Planning Dept of Paribas (Suisse) SA and worked in several International Law Firms. He was admitted to both the Paris & Geneva Bar as a lawyer and holds a European Certified Financial Analyst Diploma.

John Cotton is a Managing Director of Merrill Lynch Investment Managers (previously Mercury Asset Management). He works within the Private Investors Division and with particular responsibility for business development and client relationships. He joined the Group in 1992. Prior to this he had spent many years working in continental Europe and in London in the private banking and corporate finance sectors. He graduated from Oxford with an MA in History.

Ben Weekers is responsible for the Private Banking practice of PWC Belgium. He has developed himself as a specialist in Asset Management, Private Banking and Capital Markets after having worked for 5 years in the dealing room of a global French bank.

Richard Lowrie is Principal in charge of leading the IBM practice focus in financial services strategy and e-business across EMEA. He is a member of the IBM worldwide Thought Leadership group. Richard holds a MBA from Brunel University and is Associate of the Chartered Institute of Bankers in London.

Georg Wuebker is a Director in the European Office of Simon, Kucher & Partners Strategy & Marketing Consultants. His areas of expertise are in the field of national/international marketing strategies, price optimisation/bundling and value-based product development. He holds a Ph.D. from the University of Mainz where he served as an assistant to Professor Dr. Hermann Simon.

Christian Sulger-Büel is the founder and Managing Director of Sulger Buel & Cie, an independent executive firm exclusively dedicated to wealth management: private banking, investment management, the mass affluent market, family offices and their e-commerce applications. Prior to this, he was head of the Paribas Private Banking office in London. He holds both a Law and Political Sciences degree.

Osmond W M Plummer is Head of Private Banking Market Development at the Bank of New York-Inter Maritime Bank, Geneva. He worked 15 years with Lloyds Bank International Private Banking in Guernsey, Hong-Kong and Dubai in a number of roles including Trust Manager and client relationship roles.

Philippe de Page est associé au cabinet DE PAGE & NEUMANN depuis 1991. Il est également Chargé de cours permanent à l'Université Libre de Bruxelles ainsi que Membre de la Fédération Royale des Notaires de Belgique et du Comité d'Etudes et de Législation du Notariat - Section Francophone -. Dans le cadre de ses activités, il publie régulièrement de nombreux articles relatifs à la structuration et à la planification successorale qui font référence en la matière.

Klaus Kuder is Head and Managing Director of Deutsche Family Office GmbH in Frankfurt am Main (Germany), a subsidiary of Deutsche Bank AG. Previous to his current role, Mr. Kuder worked as Private Banker at Deutsche Bank AG in New York for five years and was specialized in Wealth Management services for large international investors and participated to the development of a Family Office service. Prior to this, he was responsible for the management of several investment portfolios and a group of investment advisors in the Private Banking group of Deutsche Bank AG, Frankfurt. Mr. Kuder holds a diploma in Economics from the Bankakademie in Frankfurt and served an apprenticeship as Financial consultant.

Paul Delahaut is Founder and Managing Director of Alena S.A., a new company specialising in asset planning and management approaching the market with the concept of a "family office". He has built up his career in the Corporate Finance area for Bank Degroof and Puilateco. He is on the board of various industrial and service companies and holds a Master of Laws from the University of Pennsylvania.

Roderick Balfour is a Director of Rothschild Trust responsible for Business Development and overseeing investment issues. Rothschild Trust establishes and administers structures for clients from all over the world for succession and other objectives. In this capacity it handles many type of assets including multi-manager portfolios. Prior to Rothschild Trust, Roderick gained considerable experience of investment markets through positions in private client advisory, institutional fixed income as principal. Roderick Balfour speaks fluent french and Spanish, was educated at Eton College and London Business School and is a member of the City of London Committee of STEP.

Jérôme Barré is the Head of the Family Business practice with Landwell & Partners in Paris. Prior to this, he created the Private Banking and Estate Planning Department of Price Waterhouse Legal and Fiscal. He started his Career in the Legal and Tax as well as M & A department of Bank Rothschild & Cie. He was admitted to the Nanterre Bar and holds a University degree in Business and Fiscal Law from Paris 1 Pantheon.

Alain Mestat has just joined Banque Privée Edmond de Rothschild in Luxemburg. Prior to this, he was the founder & Managing Director of Advena Management, Inc. acting as a US Family Office to high net worth international families and operating in Boston, Jeddah & Dubai. Alain holds a Masters in International Economics and Finance.

Luc D.Estenne is Director of Partners Advisers S.A., a Geneva based Family Office which provides global hedge fund investment advisory services to a group of privately held investment companies and institutions in Europe. Prior to this, he worked with BBL in New York and Brussels, trading proprietary capital and with JP Morgan, Brussels where he held various positions in the Global Technology & Operation Group. He holds an MBA degree with distinction from the Catholic University of Louvain.

Christof Kutscher is Chief Executive Officer and Chief Financial Officer of LGT Capital Management AG. Prior to this, he was Global Head of Portfolio Coordination and Board Member of UBS Brinson AG. He holds a Post Graduate Diploma in Economics from the European University Institute in Florence, Italy.

François Golbery is the founder & Chief Executive Officer of Management Global Information, a family business operating from Geneva and providing focused and innovative pan-european conferences for the banking top level executives. Prior to this, he co-founded and managed the Paris based office of Institute for International Research. He holds an MBA in Finance from the University of Hartford (Connecticut). He is a member of the Royal Ocean Racing Club in London Since 1992.



WHAT THE DELEGATES SAID ABOUT OUR LAST CONFERENCES

*Very professional and the quality of the speakers has made the subject of the evolution of Private Banking really attractive !
Congratulations !*

Interesting topics - Good mix of speakers : very good conference !

Very interesting and very well organized. Good place for meeting people and making contacts.

Professional, well prepared and presented.

Very good.

Well organized and comprehensive.

Each speaker added value.

Excellent quality of speakers and contents.

Outstanding speakers and subjects really focused on our day-to-day private banking activities.

Clever organisation, good definition of objectives.

Good quality of presentations.

Very intensive and of high quality topics and presentation.

Very well organized conference with mostly excellent presentations all over the two days.

Excellent speakers, good update on trends and evolution of international private banking.

*Many interesting speakers, good venue, well organized, good mixture of attendants
(i.e. various background related to private banking).*

Very interesting.

Fine conference, specially good with many speakers.


Good practical examples were given.

Interesting topics, well-balanced, challenging, in-depth views of trends in the Private Banking industry from various aspects.

Very professional, very good and relevant speakers.

*Interesting, relevant and varied. It covered current topics thoroughly from several points
of view in both a formal and informal manner.*

Good mix of speakers covering the issues from different angles.



Registration Form

How to register

- By Phone : 41 22 319 69 00
 By Fax to : 41 22 319 69 01
 By Mail : MGI (SUISSE) SA
56, rue du Stand - CH-1204 Genève - Suisse
 By E-mail : customer.service@mgi-direct.ch

Date and venue

Conference - 24 & 25 April, 2001 (C0110)
Le Meridien Hotel
Carrefour de L'Europe, 3 - 1000 Bruxelles

Accommodation

MGI has negotiated preferential rates with a number of hotels close to the conference. Our customer services manager can help you and book you a room one month before the conference at the latest. Please call or email us as soon as possible: 41 22 319 69 00 or customer.service@mgi-direct.ch

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Fee

A 50% discount will be granted for the second registration from the same company

Including refreshments, luncheon and a full documentation package, the fee for the conference of 24 & 25 April, 2001 is:

CHF: 2590.- Euros: 1560.-

Payment

- By bank transfer:

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Cancellation policy

Cancellation up to one month before the conference will support an administrative charge of 10% of the fee. Prior to the one month the full fee is due but a substitute delegate may attend in your place if required.

International Private Banking & Family office

Le Meridien Hotel, Brussels - 24 & 25 April, 2001

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