INTERNATIONAL PRIVATE BANKING & FAMILY OFFICE

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

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BRYAN CAVE LLP, London

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Pierre N Rolin
Chairman
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Christoph Kutscher
CEO and CIO
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Christian Sulger-Büel
Managing Director
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Philippe Szokoloczy-Syllaba
Head Family Office
HERITAGE FINANCE & TRUST, Geneva

Santiago Satrustegui
MORGAN STANLEY DEAN WITTER, Madrid

Luis Ojeda
Head of Private Banking
DEUTSCHE BANK, Madrid

Alain Mestat
Director
BANQUE PRIVEE EDMOND DE ROTHSCHILD, Luxemburg

Andreas Limburg
Partner
Family Office Services
PRIVATE CLIENT BANK, Zurich

Jérôme Barré
Lawyer, Head of Family Business
LANDWELL & PARTNERS, Paris

Luc Estenne
Director
PARTNERS ADVISERS, Geneva

Roderick Balfour & Luis Gonzales
Directors
ROTHSCHILD TRUST, London and Guernesey

Osmond W M Plummer
Head of Private Banking Market Development
BANK OF NEW YORK
INTER MARITIME BANK,Geneva

Castellana Inter-Continental Hotel, Madrid - 10 & 11 May, 2001

Organised by:

MGI
Management Global Information

www.mgi-direct.ch

Letter of the 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 wants 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 custodian 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 Madrid,

Yours Faithfully

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

Thursday May 10 - Day One

A NEED FOR COMPLEX STRUCTURING AND TAX EFFICIENT PLANNING

8.30 **Registration - Welcome coffee**

9.00 **Welcome by the Chairman**

Joseph A. Field
Partner
BRYAN CAVE LLP, London

9.15 **Que valor añadido espera un cliente de banca privada en España ?**

- Como ha evolucionado el perfil de cliente de banca privada
- Como afectará el futuro a la evolución de las exigencias de estos clientes

Miguel Irisarri
Director de Banca Privada
BANCO URQUIJO, Madrid

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

Joseph A. Field
Partner
BRYAN CAVE LLP, London

10.45 **Coffee-break**

11.00 **The New US Withholding Regime and Qualified Intermediary Rules**

Philip Marcovici
Partner
BAKER & McKENZIE, Zurich

11. 45 **Domestic European UHNW and Tax Efficient Investment Products**

- The multi-jurisdictional nature of tax planning for UHNW Europeans
- Tax Efficient Investment Products in some of the main domestic markets
- War Stories

John Cotton
Managing Director
MERRILL LYNCH INVESTMENT MANAGERS, London

12.30 **Tax Planning Instruments for High Net Worth Spanish Families**

Luis Briones
Partner
BAKER & McKENZIE, Madrid

13.15 **La SIMCAV como instrumento de banca privada en Espanã**

- La SIMCAV en Espanã : su contexto en el mercado Caracteristicas
- La utilización de la SIMCAV como instrumento de planificación patrimonial

Iñigo Susaseta
Private Banking General Manager
BETA CAPITAL MEESPIERSON, Madrid

14.00 **Lunch**

THE INDUSTRY KEY DRIVERS FOR CHANGE

15.30 **Tendencias recientes del mercado de banca privada en España y Europa**

- Principales tendencias del mercado de banca privada
- El mercado de banca privada en Europa y España
- Opportunitades y amenazas
- La gestión de las relaciones con los clientes en banca privada

Javier Moreno
Partner
PRICEWATERHOUSECOOPERS Consulting, Madrid

16.15 **Global Direct Real Estate Advisory and Management: A New Business Opportunity in Private Banking**

Pierre N Rolin
Chairman
STRATEGIC REAL ESTATE ADVISORS, London

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

Christoph Kutscher
CEO and CIO
LGT CAPITAL MANAGEMENT, Vaduz

17.45 **Recrutamiento y remuneración de ejectivas de banca privada**

- Perfiles de clients privados
- Bavos discrecionales
- Direct equity, profit sharing, stock options
- Cifras de remuneración, media cifras

Christian Sulger-Büel
Managing Director
SULGER BUEL & CIE, London

18.00 **Closing remarks by the Chairman**

18.15 **Close of day one**

Friday May 11 - Day Two

MOVING FORWARD INTO THE FAMILY OFFICE SERVICES

8.30 **Registration - Welcome coffee**

9.00 **Welcome Address by the Chairman**

Philippe Szokoloczy-Syllaba
Head Family Office
HERITAGE FINANCE & TRUST, Geneva

9.15 **Adapting to Ongoing Changes in the Spanish Market Place**

Santiago Satrustegui
Managing Director
MORGAN STANLEY DEAN WITTER, Madrid

10.00 **Fulfilling the Needs of the Onshore Spanish Entrepreneur**

Luis Ojeda
Head of Private Banking Spain
DEUTSCHE BANK S.A.E., Madrid

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

Alain Mestat
Director
BANQUE PRIVEE EDMOND DE ROTHSCHILD, Luxemburg

11.30 **Coffee break**

12.00 **What can a Swiss Family Office offer Spanish Families**

- Scope of Swiss Family Office Services
- Independence and Conflicts of Interest
- The International Family Headquarter Office

Andreas Limburg
Partner
PRIVATE CLIENT BANK, Zurich

12.45 **Duties and Responsabilities of the Family Office**

Jérôme Barré
Lawyer, Head of Family Business
LANDWELL & PARTNERS, Paris

13.30 **Why do Families Invest in Hedge Funds ?**

Luc Estenne
Director
PARTNERS ADVISERS, Geneva

14.15 **Lunch**

16.00 **The Use of Trust in Succession Planning**

Roderick Balfour & Luis Gonzales
Directors
ROTHSCHILD TRUST, London and Guernesey

16.45 **Managing the Relationship between the Family and the Office**

Osmond W M Plummer
Head of Private Banking Market Development
BANK OF NEW YORK INTER MARITIME BANK, Geneva

17.30 **Approaching Differently the Family Office Concept**

- Should a Family Office be independent?
- What are the responsibilities at stake?
- What areas of competence should a Family Office cover?

Philippe Szokoloczy-Syllaba
Head Family Office
HERITAGE FINANCE & TRUST, Geneva

18.15 **Closing remarks by the Chairman**

18.15 **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.

Miguel Irisarri is Head of Private Banking at Banco Urquijo. Prior to this he was Director Banca Personal at Banco Urquijo for 4 years that he joined after 4 years at Barclays Premier Banking and Barclays Private Banking.

Philip Marcovici is Co-ordinator of the European Tax Practice of Baker & McKenzie. He practiced in the area of International Taxation throughout his legal career and was based in the Hong Kong office of the International Law Firm of Baker & McKenzie for twelve years. Now based in the Zurich office, he has also practiced in both offices of New-York and Vancouver, British Columbia. He holds a law degree from Harvard Law School as well as from the University of Ottawa.

John Cotton is a Managing Director of Merrill Lynch Investment Manaagers (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.

Luis Briones is a partner of the firm Baker & McKenzie/Briones, Alonso, Martin and the Head of the International Tax Department. Prior to this, he served 9 years at the Spanish Ministry of Finance as Tax Inspector and is currently a member of the Taxpayers'Defense Council (Ministry of Economy and Finance). He obtained a degree in law from Deusto University, Bilbao and participated in the International Tax Program at Harvard University where he obtained a Master of Law qualification.

Iñigo Susaeta before joining Beta Capital Meespierson spent 4 years as Head of Private Banking with Banco Urquijo and as a Subdirector of the Private Banking branch of Caixa Bank for 3 years. He gained his business experience with Arthur Andersen as a consultant in Barcelona and Managing Director of the Private Banking division in Mexico. He holds a business degree in Economy from CUNEF in Madrid.

Javier Moreno is Partner in charge of Investment Management and Capital Markets Business in the Mediterranean Business Unit (Spain, Italy and Portugal) of PwC Consulting, with responsibility for the Private Banking Business. Prior to PwC he worked for Banco Santander in the Treasury & Capital Markets Area, Risk Management and International Division. He holds an Executive MBA as well as a degree in Law.

Pierre N. Rolin is Chairman & Managing Director of Strategic Real Estate Advisors ltd in London. Prior to this, Pierre was Head of International Real Estate and Member of the Senior Management at Credit Suisse Private Banking in London. He also acted as Vice President of Müller Financial Agency in Frankfurt as well as Vice President of Metro International Inc. in Toronto.

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.

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.

Philippe Szokoloczy-Syllab a 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.

Santiago Satrustegui is Managing Director Morgan Stanley Gestion. Prior to this, he spent 8 years with AB Asesores Madrid successively as Commercial Manager and Partner & Director since 1995. He started his career in London before joining Manufacturers Hanover Trust in Madrid in 1990.

Luis Ojeda is head of Deutsche Bank private banking in Spain since 1998. Prior to this, he was head of Deutsche Assot Management. He holds a master in Economics and Business Administration.

Alain Mestat has just joined Banque Privée Edmond de Rotschild 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.

Andreas Limburg is a Founding Member and a Partner of Private Client Bank, an independent Swiss Company providing Family Office services to Private Clients.
Private Client Bank focuses on advising Private Clients and Private Banking Institutions on Swiss Legal and Tax Issues, Offshore Structuring and Global Estate Planning as well as Trust matters, including Trust litigation. Andreas graduated from Zurich Law School and holds a Master of Law Degree from the London School of Economics. He was admitted to the Zurich Bar in 1991.

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.

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.

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.

Luis Gonzalez is a Director of Rothschild Trust responsible for advising on the managment and administration of a wide variety of trusts and related entities, with special emphasis on the requirements of Spanish-speaking clients worldwide
Prior to joining Rothschilds, he also gained substancial experience in private practice and as an in-house legal adviser. This included admission and practice as an Attorney-at-Law in the Cayman Islands, specialising in the arcas of trusts, mutual funds and corporate law, acting particularly for Latin-American institutional and private clients.
Educated in England, he qualified as a Solicitor of the Supreme Court of england & Wales in 1985. Of Anglo-Spanish origins, Mr. Gonzalez is bilingual in English and Spanich.

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.

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 - 10 & 11 May, 2001 (C0112)
Castellana Inter-Continental hotel
Po de la Castellana, 49 - 28046 Madrid, Spain

Accomodation

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

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.

Commitment

This programme has been specially designed in complience with the quality criterion set by MGI. The topics covered are issued from our research and the panel of speakers has been carefully selected on the basis of their credentials and relevant experience. Therefore, this programme is the sote property of MGI SA and cannot be copied under any circumstances.

International Private Banking & Family office

Castellana Inter-Continental Hotel, Madrid - 10 & 11 May, 2001

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