

STA CONFERENCE 2013

# SERVING THE WORLD FROM SINGAPORE

FEE:  
SGD200  
FOR STA MEMBERS  
SGD250  
FOR NON-MEMBERS

TUESDAY, 12 NOVEMBER 2013, MARINA MANDARIN HOTEL 9 AM TO 5 PM, FOLLOWED BY COCKTAIL

## GUEST OF HONOUR

MR K. SHANMUGAM

MINISTER FOR FOREIGN AFFAIRS AND MINISTER FOR LAW

Sponsored by:



Cook Islands Financial Services  
Development Authority

DBS PRIVATE BANK

**JEEVES**  
Trustees Pte. Ltd.

**Labuan IBFC**  
International Business  
and Financial Centre, Malaysia



TRUSTS & TRUSTEES  
www.trustsandinforjournal.org

3  
PUBLIC  
CPD  
POINTS



STA CONFERENCE 2013

# SERVING THE WORLD FROM SINGAPORE

Since the founding of the Singapore Trustees Association (STA) in 2002, Singapore has grown into a major trust jurisdiction, not only for Asian clients, but also for clients from all corners of the globe. The Singapore trust industry has expanded dramatically, and continues to grow, even in spite of the global economic downturn. But like all trust centres, Singapore faces challenges, not only from competing centres, but also from global trends that affect all trust centres, and affect the wealth management industry generally. The STA Conference 2013 will be a good opportunity to take stock of the factors that have contributed to Singapore's success, the changes now taking place in the industry, and the challenges that lie ahead for all players in the trust industry in Singapore. The theme of the STA 2013 Conference is **"Serving the World from Singapore"**.

# SERVING THE WORLD FROM SINGAPORE



KEYNOTE ADDRESS



**GUEST OF HONOUR**

**MR K. SHANMUGAM**

**MINISTER FOR FOREIGN AFFAIRS AND MINISTER FOR LAW**

Mr K. Shanmugam was educated at Raffles Institution from 1972 to 1977. He then read law at the National University of Singapore (NUS), where he graduated at the top of his class with First Class Honours, in 1984. He was admitted to the Singapore Bar as an Advocate & Solicitor in 1985.

Mr Shanmugam went into private practice and became one of the Senior Partners and head of Litigation & Dispute Resolution at Allen & Gledhill LLP, which was the largest law firm in Singapore. Mr Shanmugam had a successful practice and was consistently recognised, in various international publications, as one of the top litigation, arbitration and insolvency Counsel in Asia and Singapore.

When he was in private practice, Mr Shanmugam regularly handled trial work in major corporate, commercial and insolvency disputes for private and public listed companies; major international and Singaporean banking and financial institutions; multinational corporations; professional practices; acted for medical practitioners in malpractice suits and inquiries; and acted for lawyers, in disciplinary inquiries as well as in criminal proceedings.

He had also acted for senior government leaders in Singapore, including the current and previous Prime Ministers of Singapore. Mr Shanmugam also acted for the Chief Justice of Singapore, in 2005. He has acted for both local as well as international media, including the International Herald Tribune ("IHT"), in libel matters as well as in contempt proceedings. More than 100 of the cases handled by Mr Shanmugam have been reported in the Law Reports.

On 1 May 2008, Mr Shanmugam was appointed to the Cabinet. He now holds the appointments of Minister for Foreign Affairs and Minister for Law, and is an MP for Nee Soon GRC.

# SERVING THE WORLD FROM SINGAPORE

Singapore  
Trustees  
Association

WWW.STA.ORG.SG

## PROGRAMME



### THE SINGAPORE LANDSCAPE

am

9.00

President, STA

#### WELCOME ADDRESS

9.10

#### GUEST-OF-HONOUR

Keynote Address

**Mr K. Shanmugam**

Minister for Foreign Affairs and Minister for Law

9.30

#### TAX TRANSPARENCY IN SINGAPORE

**Edmund Leow**

Judicial Commissioner

10.00

#### CREATING A BALANCED RISK MANAGEMENT CULTURE IN FIDUCIARY SERVICES

**Raymond Gwee**

Managing Director, UBS AG

CEO, UBS Trustees (Singapore) Ltd

10.45

Morning Coffee

11.15

#### WHY SINGAPORE?

**Tan Su Shan**

Managing Director and Group Head of Consumer Banking and Wealth Management, DBS Bank

11.45

#### THE SINGAPORE PRIVATE BANKING SECTOR

**Renato de Guzman**

CEO, Bank of Singapore

12.15

Networking Lunch

### INDUSTRY CHALLENGES



pm

2.00

#### WHO KILLED PRIVACY?

THE RISE OF FACEBOOK, THE FALL OF WIKILEAKS, AND THE FUTURE OF DATA PROTECTION

**Professor Simon Chesterman**

Dean, NUS Faculty of Law

Member, Data Protection

Advisory Committee

2.45

#### SINGLE FAMILY OFFICES: CAN SINGAPORE PLAY A ROLE?

**Geoffroy Dedieu**

CEO,

TY Danjuma Family Office

3.30

Afternoon Tea

4.00

Panel Discussion

#### NURTURING A DEEP TALENT POOL

**Chaired by David Chong**

President, STA

Distinguished Members

of the Panel:

**Ong Puay See**, IBF

**Cynthia Teong**, WMI

**Dr Francis Koh**, SMU

4.45

President, STA

CLOSING REMARKS

5.00

Networking Cocktail

Sponsored by



# SERVING THE WORLD FROM SINGAPORE

## SPEAKERS' PROFILE

### Singapore Trustees Association

WWW.STA.ORG.SG



**Edmund Leow**

Judicial Commissioner

Edmund Leow joined Baker & McKenzie in 1987 and has worked in the London, Hong Kong and Singapore offices of the firm. In recent years he has been the head of the tax and trust practice at Baker & McKenzie. Wong & Leow, and became Managing Principal in 2012. He left the firm at the end of August 2013 in order to accept an appointment as Judicial Commissioner at the Supreme Court of Singapore from October 2013.



**Raymond Gwee**

Managing Director, Investment Products and Services, Wealth Planning, UBS AG, CEO, UBS Trustees (Singapore) Ltd

Raymond Gwee is a Managing Director, Investment Products and Services, Wealth Planning, UBS AG, and the CEO of UBS Trustees (Singapore) Ltd. He holds a Master's degree in International Business Law from the University of London and a Bachelor's degree in law from the National University of Singapore. He practiced as a litigation and corporate, securities lawyer for over 15 years before joining UBS AG in 1999 as a senior wealth planner. He has headed the UBS trust company in Singapore since 2000.



**Tan Su Shan**

Managing Director and Group Head Consumer Banking and Wealth Management, DBS Bank

Tan Su Shan joined DBS in July 2010 as Managing Director and Group Head of Wealth Management. She was promoted to Group Head of Consumer Banking and Wealth Management in April 2013. Prior to joining DBS, Su Shan was Morgan Stanley's Head of Private Wealth Management for Southeast Asia. Su Shan is currently a Nominated Member of Parliament in Singapore. Su Shan graduated with a Master of Arts from Oxford University in the United Kingdom, where she studied Politics, Philosophy and Economics.



**Renato de Guzman**

CEO  
Bank of Singapore

Renato de Guzman is CEO of Bank of Singapore, which is the former ING Asia Private Bank (IAPB) that was acquired by OCBC Bank in January 2010. An accomplished banker with more than 35 years of banking experience, he has been instrumental in growing the private banking business in Asia when he was Chief Executive Officer of IAPB since 2000. He received the ING Leadership Award for the successful turn-around of IAPB's businesses in Asia. Under his leadership, Bank of Singapore has received several industry accolades. Renato holds a Bachelor of Science in Management Engineering (Ateneo de Manila University), a Masters in Business Administration (with distinction) (Katholieke Universiteit Leuven, Belgium) and a Masters in Management (McGill University, Canada).



**Professor Simon Chesterman**

Dean, National University of Singapore Faculty of Law  
Member, Data Protection Advisory Committee

Professor Simon Chesterman is Dean of the National University of Singapore Faculty of Law. He is also Editor of the Asian Journal of International Law and Secretary-General of the Asian Society of International Law. Prior to joining NUS, he was a Global Professor at New York University School of Law and Director of UN Relations at the International Crisis Group in New York. He is a recognized authority on international law, whose work has opened up new areas of research on conceptions of public authority.



**Geoffroy Dedieu**

CEO  
TY Danjuma Family Office

Geoffroy Dedieu has over 10 years of experience as a banker and has been a banker to the Danjuma family since 2006. Geoffroy has worked as banker with European Family Offices who bank in Singapore, Switzerland and Luxembourg and for whom he managed at one point assets in excess of USD 2.5 billion. Geoffroy holds masters degrees in Law (National University of Singapore and DEA Paris) and Business Administration (MBA INSEAD).

# SERVING THE WORLD FROM SINGAPORE

Singapore  
Trustees  
Association  
WWW.STA.ORG.SG

## SPEAKERS' PROFILE



### David Chong

President,  
Singapore Trustees Association  
Chairman,  
Portcullis TrustNet Group

David Chong is the founder and Chairman of the Portcullis TrustNet Group of companies.

David served as the Founding President of Society of Trust & Estate Practitioners (STEP) Singapore Chapter and was the Founding President of the Singapore Fund Administrators Association (SFAA). He is currently the President of the Singapore Trustees Association (STA). David is a Fellow of Harris Manchester College, University of Oxford.



### Ong Puay See

CEO  
Institute of Banking and  
Finance (IBF)

Ong Puay See is the CEO of the Institute of Banking and Finance (IBF). Puay See oversees IBF in its role as the national accreditation and certification agency for financial industry competency standards in Singapore. Prior to her secondment to IBF, Puay See has had more than 15 years of experience with the Monetary Authority of Singapore (MAS). In her time with MAS, she has worked in the Financial Centre Development Department, where she was responsible for promoting Singapore's financial centre, as well as in overseeing MAS grants and incentive schemes, and driving initiatives to develop manpower for the industry. She has also contributed in the Market & Business Conduct Department, where she was responsible for developing national financial education programmes under the "MoneySENSE" initiative. Before joining MAS, Puay See was with the Singapore Ministry of Finance from 1994 to 1998. Puay See holds a Bachelor of Accountancy (Honours) Degree from the Nanyang Technological University, Singapore.



### Cynthia Teong

CEO and Executive Director  
Wealth Management  
Institute (WMI)

Cynthia Teong is the CEO and Executive Director of Wealth Management Institute (WMI). Before joining WMI, Cynthia spent 18 years in Citigroup as the Managing Director, heading the local fixed income business for Asia Pacific. In her current role, she is responsible for managing and leading the organization in the provision of training and development of professionals in the wealth management industry. She leads the team in the development of the strategic roadmap to achieve WMI's mission of expanding and developing the pool of talent and expertise to support the Singapore's aspiration to be a regional wealth management center. Under Cynthia's leadership, WMI is the proud recipient of the first FICS Inspiring Educator Award presented by the Institute of Banking & Finance in 2012.



### Dr Francis Koh

Vice Provost (Special Projects)  
Professor of Finance (Practice)  
Singapore Management  
University (SMU)

Dr Francis Koh is Professor of Finance (Practice) and Vice Provost (Special Projects) at the Singapore Management University (SMU). He is concurrently the Director of the MSC in Wealth Management Programme, which was globally ranked second by Financial Times in 2013. In 2012, Francis was awarded an Honorary Doctorate (honoris causa) in Economics by the University of St Gallen, Switzerland. In 2013, he was conferred the Public Administration Medal (Silver) on the occasion of Singapore's 48th National Day.

# SERVING THE WORLD FROM SINGAPORE

Singapore  
Trustees  
Association

WWW.STA.ORG.SG

## SPONSORS AND SUPPORTING ASSOCIATIONS

### Sponsors



Cook Islands Financial Services  
Development Authority

DBS PRIVATE BANK

JEEVES  
Trustees Pte. Ltd.

Labuan IBFC  
International Business  
and Financial Centre, Malaysia



TRUSTS & TRUSTEES  
www.trusts.oxfordjournals.org

### Supporting Associations

CFA Society  
Singapore



imas  
INVESTMENT MANAGEMENT

Life Insurance Association  
Singapore  
LIFE IS WORTH PROTECTING. INVEST IN IT.

NUS | Law  
National University  
of Singapore



SINGAPORE ACADEMY OF LAW  
ACADEMY OF LAW

Celebrating  
25  
Years  
1988-2013

SFAA  
SINGAPORE FUND ADMINISTRATORS ASSOCIATION



SMU  
SINGAPORE MANAGEMENT  
UNIVERSITY

WEALTH  
MANAGEMENT  
INSTITUTE

# SERVING THE WORLD SINGAPORE

TUESDAY, 12 NOVEMBER 2013, MARINA MANDARIN HOTEL 9 AM TO 5 PM, FOLLOWED BY COCKTAIL



Title: \_\_\_\_\_ Given Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Organisation: \_\_\_\_\_ Designation: \_\_\_\_\_

Address: \_\_\_\_\_

Tel / Mobile: \_\_\_\_\_ Fax No.: \_\_\_\_\_ Email: \_\_\_\_\_

Claiming CPD Points: YES/NO AAS No \_\_\_\_\_

Dietary Requirements: \_\_\_\_\_  
(Please inform Secretariat at least 5 working days prior to the event)

**REGISTRATION FEE** – please tick corresponding box

**STA MEMBERS** SGD 200

**MEMBERS OF PARTNER PROFESSIONAL BODIES/ASSOCIATIONS** SGD 200

**NON MEMBERS** SGD 250

**PLEASE SEND YOUR COMPLETED FORM BY**

Email : stasecretariat@gmail.com

Mail : Singapore Trustees Association, 10 Anson Road #26-08, International Plaza, Singapore 079903

Fax : (65) 6227 8102

## ENQUIRIES

**STA Secretariat** Tel : (65) 6223 9000

Singapore Trustees Association, 10 Anson Road #26-08, International Plaza, Singapore 079903

## FUNDING

The Monetary Authority of Singapore (MAS) administers Financial Training Scheme (FTS) grants to financial sector organisations that sponsor eligible Singapore based participants to training programmes that meet qualifying criteria. For more details, please visit [www.mas.gov.sg](http://www.mas.gov.sg), or contact the MAS via [fsdf@mas.gov.sg](mailto:fsdf@mas.gov.sg).

## PAYMENTS

### Cheque Payment Details

Please cross cheque made payable to **Singapore Trustees Association** and mail your payment to the following address: Singapore Trustees Association, 10 Anson Road #26-08, International Plaza, Singapore 079903.

### Bank Transfer Details

Name of Account: Singapore Trustees Association

Bank Account No: 501-584320-001

Swift Code: OCBCSGSG

Bank Details: Overseas-Chinese Banking Corporation Limited (OCBC Centre Branch), 65 Chulia Street, #01-00, OCBC Centre, Singapore 049513

The registration fee must be received nett of all receiving and paying bank charges.

**Important Notice: Registration can only be confirmed upon receipt of payment.** The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics it warranted by circumstances beyond its control.

## HOTEL ACCOMMODATION FOR OVERSEAS DELEGATES

For assistance in booking your accommodation, please contact [stasecretariat@gmail.com](mailto:stasecretariat@gmail.com)

**SILE ATTENDANCE POLICY:** Participants who wish to claim CPD Points are reminded that they must comply strictly with the Attendance Policy set out in the CPD Guidelines. This includes signing-in on arrival and signing-out at the conclusion of the activity in the manner required by the organiser, and not being absent from the entire activity for more than 15 minutes. Participants who do not comply with the Attendance Policy will not be able to obtain CPD Points for attending the activity. Please refer to <http://www.sileCPDcentre.org.sg> for more information.



3 Public CPD Points  
Practice Area: Private Client  
Training Level: Update