



Asian Institute of International Financial Law

CLLC Training Centre Limited

Certificate in Compliance, Ethics and Regulation for Private Banking and Wealth Management Professionals

Since the financial crisis in 2008, regulators around the globe have taken solid actions to strengthen regulation and enhance compliance requirements in order to closely monitor the financial markets and their practitioners. In addition, in recent years, the US and UK have introduced rules and regulations on disclosing and reporting the transactions and investment of clients, with significant penalties and sanctions for failure. Hence, banks and financial institutions and their staff are constantly endeavouring to keep abreast of developments and requirements.

Regulators and other statutory bodies such as the HKMA, SFC, HKAB, PWMA, etc. require financial services practitioners to constantly update their knowledge of relevant regulatory requirements and standards. This program is designed for financial market practitioners seeking to update and enhance their knowledge of compliance, ethics and regulation relating to private banking and wealth management.

Why This Program?

- Both Local and International Coverage

The Program is specially designed with a focus on both the local and international markets and relevant regulatory issues. It covers a comprehensive range of topics essential for private banking and wealth management professionals. Topics include legal and regulatory updates, compliance, risk management and sales ethics. Case studies and best practices will also be used.

- Tailor-made Content for continuing education requirements

The program is specially designed to cover topics on regulations, ethics and compliance of particular concern to regulators and industry associations. * Participants who have attended the program will be issued a Certificate of Attendance.

- Real-life Case Studies

Real-life case studies will be discussed in the program to maximize participants' learning.

- Modular Format

To maximize the effectiveness and flexibility, the program will be delivered in six modules (3 hours each), with some specially designed for specific roles and functions.

- Future Developments

Laws and regulations that are currently under review in other markets will be discussed. This will help participants better prepare for future adoption of such laws and regulations.

* AIIFL is in the process of applying for CPD points. Please check with your respective associations for the eligibility of claiming of CPD.



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Module 1 – Financial Laws and Regulations for Private Banking and Wealth Management (3 hours)

- Functions of HKMA, SFC and regulators in major jurisdictions
- Hong Kong Banking Ordinance
- Functions of financial institutions
- Disclosure requirements
- Financial regulations of major jurisdictions/ economies (i.e. US, UK)
- Case studies

New Date: 20 June 2014 (Friday) (7:00-10:00pm)

Speaker: Douglas Arner

Module 4 – Compliance for Private Banking and Wealth Management Senior Management, Directors and Responsible Officers (“RO”) (3 hours)

- Control and accountabilities
- Staff monitoring on ethical standards and codes of conduct
- Investigations, reporting and escalation policies
- Directors’ and RO duties
- Supervision and leadership
- Case studies and best practices

Date: 5 June 2014 (Thursday) (7:00-10:00pm)

Speaker: Stephen Poon

Module 2 – Risks and Legal and Regulatory Requirements for Private Bankers and Wealth Management Relationship Managers (3 hours)

- Regulatory requirements on sales of financial products
- Professional investors
- Sale of investments, placements and offerings and associated risks
- Product life cycle
- Client engagement
- Investor education and protection
- Selling and suitability process
- Relationship management model
- Case studies and best practices

Date: 23 May 2014 (Friday) (7:00-10:00pm)

Speaker: Charles Lam

Module 5 – Conduct and Ethics for Private Bankers and Wealth Management Relationship Managers (3 hours)

- SFO and code of conduct
- Fiduciary duties
- Sales ethics
- Client investigations and disputes
- Case studies and best practices

Date: 10 June 2014 (Tuesday) (7:00-10:00pm)

Speaker: Say Goo

Module 3 – Essentials for Private Banking and Wealth Management Compliance Managers (3 hours)

- Roles and responsibilities of the compliance function
- Updates on laws and regulations
- Client on-boarding process
- Product life cycle and associated risks
- How to be more effective in carrying out the compliance function
- Case studies and best practices

Date: 30 May 2014 (Friday) (7:00-10:00pm)

Speaker: Louise Chan

Module 6 – Risk Management for Private Banking and Wealth Management (3 hours)

- Risk management (i.e. credit, product, operational, reputation, market, liquidity, etc.)
- Products and associated risks
- Governance of risks
- Risk strategy: Identification, assessment and monitoring
- Policies, procedures and risk management
- Risk culture
- Case studies and best practices

Date: 26 June 2014 (Thursday) (7:00-10:00pm)

Speaker: Charles Lam



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Attendance and Certificates

Participants who have successfully completed all six modules (i.e. 85% or above attendance of each module), will be awarded a Certificate of Attainment.

Participants are also welcome to take individual modules. They will be issued a Certificate of Attendance (with 85% or above attendance of the module).

Target Participants

- Senior management of private banking, wealth management and/or retail banking
- Bankers and relationship managers of private banking, wealth management and/or retail banking
- Compliance managers of private banking, wealth management and/or retail banking
- Regulators
- Lawyers, accountants and other professionals who would like to work in / provide service to the banking and financial services industry

Biographies of the Speakers

Douglas W. Arner

Douglas W. Arner is Professor and Head of the Department of Law at the University of Hong Kong. Prior to his appointment as Head of Department, he served as Director of HKU's Asian Institute of International Financial Law from 2006-2011. He has served as a consultant with, among others, the World Bank, Asian Development Bank, European Bank for Reconstruction and Development and APEC, and worked on financial sector reform projects in over 20 economies in Africa, Asia and Europe. He has published widely, including thirteen books and over 100 articles, chapters and reports on financial law, regulation and development. His books include *Finance in Asia: Institutions, Regulation and Policy* (Routledge 2012), *From Crisis to Crisis: The Global Financial System and Regulatory Failure* (Kluwer 2011), and *Financial Markets in Hong Kong: Law and Practice* (Oxford University Press 2006). He is a member of the Hong Kong Financial Services Development Council and Project Coordinator of a major Hong Kong Research Grants Council Project on "Enhancing Hong Kong's Future as a Leading International Financial Centre".

Charles Lam

Charles Lam is a seasoned executive with breadth of experience in banking and financial services sector, business development, information technology, and dispute resolution. He has over 20 years of senior management experience working as CEO, COO, CIO and sales director at several major multi-national corporations and financial institutions. Some of the banks and financial institutions Charles had worked for include ABN AMRO, Credit Suisse First Boston, HSBC and National Australia Bank. His footprints span across different segments - from Corporate, Institutional, Investment to Retail and Private clients. Charles has extensive experience in dealing with regulators and officials with many successful track records in helping multi-national financial institutions build and expand their presence and business around the globe. Throughout the career, he has executed hundreds of negotiation deals/transactions, and was one of the key members involved in several corporation mergers and acquisitions.

Charles has lots of experience in public speaking at the media, universities, professional associations, major international corporations and financial institutions and have conducted over 200 trainings, conferences and lectures around the globe with audience includes board chairmen, chief executives, senior officials, professors, accountants, bankers, solicitors and barristers, compliance and risk professionals, SME owners, etc.



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Say Goo

Say Goo is Professor and Director of the HKU's Asian Institute of International Financial Law (AIIFL) and Deputy Director of HKU's Ronald Coase Centre for Property Rights Research (RCCPRR). He was Founding Director of AIIFL and HKU's LLM (CFL) Programme, has spoken at lectures and conferences in more than 18 cities in Asia, Europe, North America and Australia, including UN funded and APEC conferences, and published no less than 34 books (including new editions) and 38 articles in leading international refereed journals and book chapters. He is a member of the Hong Kong Government's Standing Committee on Company Law Reform, an editorial member of many distinguished journals, and a reviewer for a number of world-renowned publishers. His books on corporate governance include *Corporate Governance: the Hong Kong Debate* (2003) and *Minority Shareholders' Protection* (1994).

Louise Chan

Louise was an experienced banker with many years of experience in various international banks and financial institutions. With her solid practical experience and professional qualifications in Banking, Wealth Management and Family Office, Louise is well versed in financial planning, selling process, customer experience, client disputes handling and the latest development and the dynamics of the market. Over the years, Louise was very active in charity work, she had given coaching and training on negotiation, entrepreneurship and conflict management.

Louise has obtained the Master of Laws (LLM) from the University of Hong Kong and is a CEDR Accredited Mediator and a panel mediator of Hong Kong Institute of Arbitrators. She is also a Certified Financial Planner^{CM}.

Stephen Poon

A veteran banker with over 30 years of field experience Stephen has worked for international banks overseas for a long time before his return to Hong Kong. He had always focused on business development and established a proven track record from a diversified client and product platform. He was ex regional general manager, Asia of a major foreign bank just before he retired. Stephen is a Fellow of Institute of Directors.



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Please fax the application form to 2549 8495 or email to Flora Leung at fkleung@hku.hk

Application Form

Surname: _____ First Name: _____

Company: _____ Job Title: _____

Address: _____

Phone: _____ Email: _____

Please tick: Module 1 _____ Module 2 _____ Module 3 _____
 Module 4 _____ Module 5 _____ Module 6 _____

Fee per module: HK\$990 (10% Early Bird Discount for application made 3 weeks before module commencement.)

Cheque Amount: _____ Cheque Number: _____

Cheque should be made payable to "The University of Hong Kong" and sent to Flora Leung, Faculty of Law, The University of Hong Kong, 10/F Cheng Yu Tung Tower, Centennial Campus, Pokfulam Road, Hong Kong.

Deadline for application: 2 weeks before commencement of module. Successful applicants will be informed 1 week before commencement of module.

For enquiries, please contact Flora Leung: Phone: 3917 2941 Fax: 2549 8495 Email: fkleung@hku.hk