

Private Banking Seminar

13-14 December 2007

The 'first of its kind' ***Private Banking Seminar: Theory and Practice for Private Bankers*** was held 13-14 December 2007 in the Kabuto-cho Heiwa Building seminar hall of the Securities Analysts' Association of Japan.

The seminar was recognized as the 'first of its kind' comprehensive private banking seminar conducted by Japanese experts in private banking overseas, thereby differing fundamentally from other seminars the main objective of which has been sales. Therefore, expectations were very high and the seminar concluded successfully with more participants than anticipated. There were many inquiries even after the application deadline and SAAJ has already received many inquiries requesting information regarding the next such seminar.

Program

13 December (Thursday)

Session 1: *Characteristics of Japanese Private Banking Clients*

Hiroyuki Miyamoto, Nomura Research Institute, Ltd. Financial Industry Consulting Dept., Group Manager

Session 2: *Private Banking in Japan: Perspectives and Challenges*

Takashi Yoneda, LPL Japan Securities K.K., Chairman

Session 3: *Japanese Style Family Office in the Global Environment*

Katsura Suzuki Dr., Ernst & Young, Switzerland,

Representative of Japan Business Services

Session 4: *Wealth Management Relationships*

Takashi Yoneda, LPL Japan Securities K.K., Chairman

14 December (Friday)

Session 5: *Alternative Investments*

Motoyasu Yukawa, Pictet Financial Management Consultants Co., Ltd.,

Private Asset Management Department, Managing Director

Case Studies: Case Study A: *Asset management for a retired director in his 60s*

Case Study B: *A company owner in his 70s who is concerned about his company's future*

Masaichi Kitayama CMA, Capital Asset Planning, Inc. CEO

The five sessions and case studies spanning two days were conducted by experienced lecturers based on up-to-date information and their own wide-ranging experience. The presentations were excellent and comprehensive, the topics ranging from various aspects of private banking to the theory and practice of business for high net worth individuals.

For the case studies, participants were divided into several groups. There were lively discussions within each group and later each group gave a presentation. Opinions were exchanged with other groups and finally everybody participated in mutual discussion.

There were approximately 60 participants from different professional fields, including securities houses, banks, life insurers, and tax and accounting offices, as well as independent advisors and some from non-financial service fields. They later reported that the seminar had been very useful because they could discuss mutual issues, cases, and concerns with the lecturers and other participants and acquire not only deeper understanding but also establish personal networks.

The participants also commented that only SAAJ, which is in a neutral position, could have organized such a seminar where members from different professions could get together and discuss problems and exchange opinions. SAAJ's involvement as a neutral association was greatly appreciated. SAAJ hopes to be able to continue offering such seminars in the future.

There was a response rate of 93% to a questionnaire given participants. SAAJ was most gratified with the very positive feedback. Some comments:

Lecturers were well qualified and had a lot of experience in their respective field. I would like to attend such a seminar again if offered.

The seminar was of a very high quality. I would like to send my staff to the next one.

It was informative as participants from different fields had the opportunity to exchange expertise.

This project was quite new and revealing where people of both similar and

different business fields could get together, complementing each other.

The information and data about the current situation of high net worth individuals in Japan was presented so well that I could understand it easily.

Useful for future marketing.

The history and current situation of private banking was explained concretely and practically and I learned a lot.

I found overseas private banking and family office information very useful.

I could gain a clear idea of how important the personality and character of private bankers is.

It was very interesting and I could immediately apply the experience to my work.

The case study topics were very realistic and gained useful practical knowledge.

The seminar was well prepared, covering both theoretical and practical aspects.

As is obvious from the above feedback from participants, the seminar was very successful for those dealing with high net worth individuals, engaged in private banking, strategy planning departments, and personnel education departments, or working as independent financial advisors.

SAAJ will study the various feedback and offer further practical seminars in the future. At this juncture, a second similar seminar is planned for December 2008.