



Module 1

The Opportunities and Challenges of Wealth Management Connect

13 Oct 2021 (Wed) | 7:00pm – 10:00pm



Objective

Getting insights on the wealth management pilot scheme (Wealth Management Connect - WMC) in the Greater Bay Area recently introduced by the People's Bank of China and the HKMA. Understanding the needs and expectations, and risk tolerance of a wider customer base. Learn about product diversification in terms of product design, service quality as well as risk management.

Programme Outline

- Investment Preferences of Mainland and Hong Kong High-Net-Worth Individuals
- Various ways into (and out of) Mainland China
- The Greater Bay Area (GBA) and the "Cross-Border Wealth Management"
 - Background of the Policies
 - "Cross-Border Wealth Management" policy implications and the development direction of Hong Kong's wealth management industry
 - Business potential
 - GBA banks analysis
 - Regulatory landscape for investment products
- What are the risk factors involved of the cross-border investment products

SPEAKER

Key Description

- The speaker has been involved in the wealth management & investment banking field, including Mainland China business, for over 38 years.
- He received the Certified Private Wealth Professional (CPWP®) Certification under the Hong Kong Private Wealth Management Association (PWMA).
- He is also a Certified Financial Management Planner (CFMPTM) member and a Certified AML Professional (CAMLPA).



Module 2

Recent Trends and Opportunities of Sustainable Banking and Green Finance

20 Oct 2021 (Wed) | 7:00pm – 10:00pm



Objective

After completion of the programme, participants will:

- have a good understanding of recent trends of Sustainable Banking and Green Finance.
- obtain insights on the White Paper on Green and Sustainable Banking published by Hong Kong Monetary Authority (“HKMA”).
- be able to develop the skills to support the successful facilitation of Sustainable Banking and Green Finance.
- be able to explore opportunities and develop new and innovative ideas on Sustainable Banking and Green Finance.

Programme Outline

- To provide overview of the recent trends of Green Finance and their related opportunities.
- To provide introduction of the recent Global and Hong Kong’s Sustainable Banking trends and their opportunities.
- To explain HKMA’s White Paper on Green and Sustainable Banking.
- To provide some cases sharing on Sustainable Banking and Green Finance.



Key Description

- The speaker is the Vice-Chairman and owner of a Hong Kong listed environmental and ESG consultancy firm, he has over 21 years of experience in financial industry and years of audit experience in Financial Institution (including Banking, Insurance, Asset Management and Investment Banking).
- He possesses Bachelor of Finance and Master Degree in Accounting. He also co-chairing a working group in Hong Kong Green Finance Association (“HKGFA”).

Module 3

Sales Strategy Reengineering in Banking

(with Case Studies in GBA)

27 Oct 2021 (Wed) | 7:00pm – 10:00pm



Objective

- “COVID-19”, “Virtual”, and “WFH”. These words precisely convey the reality of our daily life since 2020. Like it or not, the “New Era” has arrived, and it introduces paradigm shift in the banking industry
- With the transformation in core client composition and the change in client behaviour, “Re-engineering” on traditional banking sales strategy is necessary
- The course outlines the new soft skills needed for a banker in a changing world, such as effective communication skill in the virtual environment and social selling for business engagement leveraging technologies

Programme Outline

- Acknowledge the fact – the post pandemic “New Era” and the paradigm shift in banking industry
- Pragmatic sales approaches in the new era
 - The New School of Handshaking
 - Virtual communication skills targeting different types of clients
 - Social Selling for business engagement
 - Client management and deal closing in reality
- Case Studies
 - Sharing some post-pandemic stories in the GBA area

SPEAKER

Key Description

- The speaker is a senior banker who owns over 17 years’ front-line experience in the region.
- She possesses exposure in various areas including global market, real estate, General insurance and fin-tech. She is a strategy and sales executive with extensive public speaking and virtual presentation experience.

Module 4

Innovative Banking using Fintech and Related Regulatory Compliance

4 Nov 2021 (Thu) | 7:00pm - 10:00pm



Objective

Banking services in modern society have their business models and service deliveries revolutionized in the wake of technological development. Consumers and corporate clients has asked for more friendly banking channels and flexible product offers. Adoption of the latest financial technologies helps financial institutions better meet the evolving client demands as well as the developing regulatory requirements.

Programme Outline

- Overview of HKMA Initiatives in FinTech
 - FinTech Supervisory Sandbox (FSS)
 - Cyber Fortification Initiative (CFI)
- Overview of the Virtual Banking Licensing Regime in Hong Kong
- Overview of Selected Financial Technologies in Banking
 - Open Banking API
 - RegTech
 - eKYC and Remote Account Opening
 - Big Data and Artificial Intelligence (AI)
 - Distributed Ledger Technology (DLT) and Blockchain
 - Stored Value Facility (SVF)
- Cyber Risk and Cyber Credibility
 - Common cyber threats
 - Impersonation Risk

SPEAKER

Key Description

- The speaker has over 20 years of professional experience in IT and investments earned from a major global bank and asset management firms
- He took various executive management roles in asset management and he focused on private equity investments, cyber security, and regulatory compliance. Formerly he was a regional manager in finance and IT divisions at a note-issuing bank in Hong Kong. He is a Certified Banker and a holder of CISSP. He received a Master of Science in Finance in the Chinese University of Hong Kong.