

Wealth Management

IARFC Philippines reported that 20 participants were fettered by three international lecturers for five days of fast track learning that is light on theory, practical, pragmatic and experimental learning. Paul Arundell, an Australian banking, wealth and insurance professional, Kevin Ho, a Singaporean leading portfolio management and wealth advisory specialist was joined by Suraj Mishra, MD Aprikot Singapore, an educator, fund management and insurance products specialist.



The need for qualified wealth managers are due to increasing numbers of high net worth individuals (HNWI) population, growing wealth and younger demographics. Asia Pacific HNWI population grew by 9.7% to 3.3 million in 2010, exceeding Europe and North America. In the Middle East, the size of the HNWI population gained 10.4% to 0.4million.

Asia Pacific is home to many of the world's fastest growing HNWI populations. The 20 fastest growing HNWI populations are in Asia Pacific and Middle East including China, Hong Kong, Vietnam, Sri Lanka, Indonesia, Singapore, Thailand, Malaysia and India. The Asia Pacific region's HNWI wealth grew 12.1% to US\$10.8 trillion and in the Middle East, HNWI's wealth jumped 12.5% to US\$1.7 trillion. Japan remains the single largest HNWI segment in Asia Pacific, followed by China (16.1%), and Australia (5.8%). Globally, HNWIs aged 45 years and under, represented just 17% of all HNWIs. (Source: Capgemini and Merrill Lynch Global Wealth Management-2011 World Wealth Report.)

Filipino HNWIs are growing in tandem with the growth seen in the Asia Pacific region with the Philippines economy being the star. A HNWI is defined as a millionaire whose assets (excluding the primary house) is US\$3 million and above. The exact number of HNWIs in the Philippines is unknown but wealth is seen all around.

Ralph Liew first introduced financial planning education in 2004 and taught 1000s of financial planners, opines that the Chartered Wealth Manager program is a natural progression for financial planners. Its designed to enhance careers of private bankers, wealth managers, insurance and financial professionals. CWM focuses on developing

relationships, sales, wealth advisory and core financial planning skills to equip wealth managers with global best practices.

To stay competitive in this high growth industry, it is important to enhance one's professional education. The CWM is highly interactive and experiential program where participants are challenged, engaged and creative. The CWM designation is awarded by the American Academy of Financial Management (AAFM), a professional USA based world-wide self regulatory body and independent Board of Standards and Accreditation Council with members in over 150 countries. Aprikot Philippines, master franchise of the AAFM programs for the Philippines invites institutions, educators and training providers to collaborate to popularise the CWM program.

Participants Testimonials:

Anna Rosa Santos, RFC, CWM. "I really enjoyed it and very relevant to financial advisors". Arceli Tan, RFC, CWM. "A course all financial advisors should not miss!". Angela Tauzon, CWM. "Everything is great. " Belen Pujol, RFC, CWM. "Focuses on how to effectively work around the challenges today's Wealth Managers are confronted with in gaining clients' trust". Dennis Tiu, RFC, CWM. "Gives me a strong foundation to become a trusted financial advisor to my clients". Grace Escobar, RFC, CWM. "I liked the class room activities". Guianne Balao, RFC, CWM. "Program brings me to the same wave length of the client, enhances my skills, confidence and creditability to work with high net worth clients". Myrna Cortez, RFC, CWM. "Gave me different perspectives and approaches in asset allocation. Supplements my knowledge in estate and business planning". Toots Cortez, RFC, CWM. "CWM has taught me different level of knowledge which can help me in my practice". Ida Sheng Jacob, RFC, CWM. "Lecturers have very good platform skills. Super! Excellent" Ronald Legaspi, RFC, CWM. "Thank you for bringing the CWM course to the Philippines and to us". Joseph Daez, RFC, CWM. "Learning was very practical and usable". Veronilyn Ocampo, RFC, CWM. "The CWM was such a good experience. It's indeed fun and worth my investment." Wendy Jalbuena, RFC, CWM, "Having worked in different sectors of the financial industry, the CWM course connects all together". Atty. SP Sumulong, CWM. "Five full days of a flurry of fun learning experience. Highly recommended for professionals". Dennis Tiu, CWM. "Becoming a Chartered Wealth Manager gives me a clear direction in helping my client manage their funds diligently".

For more information on the Chartered Wealth Manager program contact, Arlene Baguyo, IARFC Philippines at tel. (632)840-0630, email: arlene_baguyo@iarfcphils.org or Jennifer Gonzalez, Aprikot Philippines at tel.(632)892-2956, email: jennifergonzalez.aprikotphils@gmail.com