

Improve your worth as an investment professional!

Exclusive to the Middle East!

# Chartered Fund & Asset Manager

Understanding The Fundamentals And New Concepts Of Fund Management

20 – 24 July 2008 • Madinat Jumeirah Hotel, Dubai, UAE

## By Attending This Highly Beneficial Course, You Will:

- Get to use the designation **Chartered Fund and Asset Manager** or CFAM on your business card, recognised in 145 countries
- Understand fund management concepts, underlying frameworks, asset allocation concepts and models, as well as various investments and fund models
- Differentiate between different asset and fund management approaches and structures, legal and practical aspects, geographic differences and selection criteria
- Have a strategic view on asset and fund management in emerging markets and the GCC, including various issues and challenges
- Understand the risk management strategies for fund managers as well as governance and ethical requirements
- Know the key elements of marketing and distribution, road shows, client psychology, selling models, front office management, and distribution partnerships
- Gain a better understanding of the global regulatory environment for fund management

## Programme Directors:



**Gordian Gaeta**  
Global Leadership Team  
AAFM, Hong Kong



**Michael Preiss**  
Associate Director – Investment Advisory Group  
HSBC Private Bank, UAE

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[www.iirme.com/fundmgr](http://www.iirme.com/fundmgr)

Dear Investment Professional,

There is an ever increasing complexity of fund options available to investors and institutions alike. Mutual funds, unit trusts, REITS, hedge funds, Islamic Shariah-compliance vehicles and other alternatives have all come into their own in the last few years. A single institution may offer hundreds or even thousands of such products. So what does it take to build and manage a fund and the business surrounding that fund?

The Institute of Finance **Chartered Fund & Asset Manager** programme is not purely a technical programme looking at asset allocation techniques and the like. More than that it looks at the dynamics of the fund and asset management business and what it takes to succeed. What makes a successful fund manager? How can you launch a new fund? How do you win in a marketplace that is overflowing with options and that faces increasing volatility and risk?

This practical course is a global programme, with some specific GCC elements, but it also offers an international certification from one of the fastest growing professional associations in the world, the American Academy of Financial Management. Upon completion of the programme, you will achieve the professional designation **CFAM™** or Chartered Fund and Asset Manager, a designation recognised in more than 150 countries.

Michael Preiss, Investment advisor and Dr Gordian Gaeta, author and senior industry consultant, have been invited by the Institute of Finance to facilitate this fund and asset management training programme. They will share the skills and knowledge that are needed in order to successfully run a fund business, based on the practical experience they have gained over more than 20 years in the finance sector.

Michael, Gordian and myself look forward to welcoming you to **Effective Chartered Fund & Asset Manager** in July.

Yours sincerely,



Deep Marwaha  
Senior Conference Manager  
Head of Finance – Capital Markets and Investment

*P.S. Take advantage of our early bird discounts.  
See back page for details*

## Visit Dubai This Summer!

Dubai is an Emirate of captivating contrasts. From the timeless tranquility of the desert to the lively bustle of the souk, Dubai offers a kaleidoscope of attractions for visitors.

In a single day, you can experience everything from rugged mountains and awe-inspiring sand dunes to sandy beaches and lush green parks, from dusty villages to luxurious residential districts, and from ancient houses with windtowers to ultra-modern shopping malls.

The Emirate is both a dynamic international business centre and a laid-back tourist escape; a city where the sophistication of the 21<sup>st</sup> Century walks hand in hand with the simplicity of a bygone era.

These contrasts give Dubai its unique flavour and personality; a cosmopolitan society with an international lifestyle, yet with a culture deeply rooted in the Islamic traditions of Arabia. Since earliest times, Dubai has been a meeting place, bringing together the Bedouin of the desert interior with the pearl-diver, the merchant of the city with the sea-going fisherman.

Dubai Summer Surprises (DSS) is an annual festival focusing on providing fun, knowledge and entertainment through a medley of events that puts the 'pep' back into summer for both adults and children.

Each week from June to August, a series of weekly themed surprises unfold. Shopping malls become entertainment hubs providing shows and hosting special activities based on the different surprises.

Combine business with leisure this summer! Enjoy discounted hotel packages and treat the family to a fun-filled holiday!

## Who Should Attend?

This training programme has been specifically designed to benefit professionals with an interest in fund management. Those who will benefit are:

- Fund Managers
- Asset Managers
- Wealth Managers
- Private Banking Officers
- Relationship Managers
- Institutional Investors
- Origination Specialists

## Meet Your Expert Course Leader



**Dr Gordian Gaeta**, private equity investor and advisor, editor of 'Frontiers in Credit Risk', and management consultant, specialises in analysing and resolving complex corporate issues for financial institutions and businesses. As Managing Partner with Booz Allen & Hamilton, he developed strategies and business plans for capital markets participants and financial institutions in all major economies and for many of the region's stock exchanges.



**Michael Preiss** CWM serves as Associate Director, Investment Advisory Group at HSBC Private Bank, serving clients in the ME and South Asia. He is a Director and Economic Advisor to East India Asset Management in Sri Lanka, the Ceylon Index fund manager, a director and research fellow at The Asian Bond Market Forum. He is a regular commentator on Bloomberg TV, CNBC Asia, the BBC and New Delhi TV and a regular columnist for Forbes Arabia.

## AAFM profile



The American Academy of Financial Management™ and its subsidiary, the European Institute of Financial Management, is the world's fastest growing professional association with approximately 40,000 members in over 145 countries. Hosting and organising certification training worldwide, it offers exclusive board certification designations to candidates who meet the highest professional standards and assessment criteria.

The AAFM was chosen in 2006 by Dubai Financial Market (DFM) to conduct the 7-week professional training component of the Kafa'at Programme for graduates entering the brokerage and trading industry. AAFM also has alliances with the Kuwait Institute of Banking Studies, Dubai Institute of Human Resource Development, Dubai Quality Group, Knowledge Village and many more.

With liaison offices in Dubai, Hong Kong, Kuwait, Singapore, San Francisco, Monterey, New Orleans, Melbourne, Beijing, the Caribbean, India and Europe, AAFM is fast becoming the world's leading professional association for financial practitioners. The AAFM Executive Designation Programmes also provide the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision, and are recognised on both the NASD and US Department of Labor websites.

**Programme Timings:** Registration will begin at 08.00 on Day One. The programme will commence at 08.30 each day and continue until 14.30 when lunch will be served. There will be two refreshment breaks at appropriate intervals.

## Programme Objectives

The goal of this course is to provide a Fund Manager, an Asset Manager or a Relationship Manager with the broad diagnostic skills that can be immediately used upon return to their respective international banks or wealth management businesses. Analysts will learn to use demonstrated analytical strategies which will enable them to assess the degree of risk and benefit of specific asset strategies, along with the elements of successful day to day business. This course is also designed to enhance check lists and benchmark metrics from which asset managers will be able to reduce losses and which will be viewed favourably by both management and the regulatory community.

## Programme Methodology

A middle management programme designed to teach the practical skills which are needed by fund and asset managers. It covers eight major subject areas and utilises a variety of training techniques. The key areas of the curriculum include fund and asset management concepts, approaches, emerging market issues, risk management, marketing and distribution, regulations and compliance, and business performance measurement. Emphasis is on the practical and pragmatic rather than the theoretical and analytical.

### Day One – Sunday, 20 July 2008

#### Fund Management Concepts

##### Fundamentals, Including

- The underlying frameworks
- Asset allocation concepts and models, investment selection
- Stock valuation models, hedging strategies, short/long strategies
- Directional traders, derivatives usage, and leverage

##### Group Exercise

Review various portfolio types, determine the varying investment strategies and target investors for each portfolio types.

### Day Two – Monday, 21 July 2008

#### Fund Management Strategies

##### Asset And Fund Management Approaches And Structures

- Approaches and Strategies - advisory, discretionary, pooled, investment companies, limited partnerships, open/closed funds, capital guaranteed and hybrids
- Legal and practical aspects
- Geographic differences
- Selection criteria

##### Group Exercise

As a team, research the GCC markets and understand where there are gaps in the offering of funds and decide what types of funds work best in the local markets.

### Day Three – Tuesday, 22 July 2008

#### GCC Markets And The Fund Management Business

##### Local And Regional Considerations (High-Level)

Please note, this course is not GCC specific, but a global programme. We have added the following GCC component for some localisation, however, the bulk of the content is an international standard programme for fund managers and is not only a GCC programme.

- Asset and fund management in emerging markets and the GCC
- Market overview
- Approaches used
- Performance
- Issues and challenges

##### Fund Management Business

- Fund management as part of other businesses, e.g. broking, banking and insurance
- Issues and challenges specific to such business combinations
- Governance and operational issues

### Day Four – Wednesday, 23 July 2008

#### Risk Management And Selling The Fund

##### Risk Management For Fund Managers

- Investment and market risks
- Compliance risks
- Settlement and operational risks
- Client accounting
- Codes of conduct for advisory and discretionary management and ethics

##### Marketing And Distribution

- Road shows
- Institutional buying patterns and private banking models
- Insurance companies
- Individual clients, client psychology and selling models
- Front office management and distribution partnerships

### Day Five – Thursday, 24 July 2008

#### Compliance And Performance Management

##### The Regulatory Environment

- Impact of Basel II and SOX
- Regulations and compliance
- Back office structures
- Control and accounting

##### Performance Management

- Return calculations
- Benchmarking
- Fund management company returns
- Reward structures
- Business management

##### Course review and certification exam

## Forthcoming Relevant Events

A0917 **Saudi Investment Summit**  
14 - 18 June 2008  
[www.saudi-invest.com](http://www.saudi-invest.com)

A0939 **Saudi IPO Summit**  
22 - 26 November 2008  
[www.iposummitsaudi.com](http://www.iposummitsaudi.com)

**For more information on any of the above events please contact us on Tel: 971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)**

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## FIVE EASY WAYS TO REGISTER

☎ 971-4-3352437 📠 971-4-3352438 📧 register@iirme.com

✉ IIR Holdings Ltd. GCS/IIR Holdings Ltd.  
PO Box 21743, Dubai, UAE P O Box 13977, Muharraq, Kingdom of Bahrain

🌐 [www.iirme.com/fundmgr](http://www.iirme.com/fundmgr)

### Your chance to win a Nokia E90 each week!

Register for a training course before 15 May 2008 and you will automatically enter our monthly prize draw to win a Nokia E90.

Each month's winners will be contacted directly and the prize awarded at the course. A full list of winners will be announced on our website [www.iirme.com](http://www.iirme.com)



WEB BC2668

Yes, I want to register for:

Event	Dates	Price before 11 May 2008	Price between 11 May and 8 June 2008	Price after 8 June 2008
<input type="checkbox"/> Chartered Fund & Asset Manager	20 – 24 July 2008	US\$ 4,250 (Save US\$ 500)	US\$ 4,500 (Save US\$ 250)	US\$ 4,950

For further information and **Group Discounts** contact 971-4-3352483 or email: [info@iirme.com](mailto:info@iirme.com)

If you have eight or more delegates who need this training, contact IIR In-House on 971-4-3352439 or [inhouse@iirme.com](mailto:inhouse@iirme.com)

*Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.*

### PERSONAL DETAILS:

	Title	First Name	Surname	Job Title	Department	Email
1 <sup>st</sup> Delegate						
2 <sup>nd</sup> Delegate						
3 <sup>rd</sup> Delegate						
4 <sup>th</sup> Delegate						

To assist us with future correspondence, please supply the following details:

Head of Department					
Training Manager					
Booking Contact					

Company: .....

Address (if different from label above): .....

Postcode: ..... Country: .....

Tel: ..... Fax: .....

No. of employees on your site:

0-49  50-249  250-499  500-999  1000+

Nature of your company's business: .....

Yes! I would like to receive information about future events & services via email.

My email address is: .....

### Payments

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event. You can pay by company cheques or bankers draft in Dirhams or US\$. Please note that all US\$ cheques and drafts should be drawn on a New York bank and an extra amount of US\$ 6 per payment should be added to cover bank clearing charges. All payments should be made in favour of IIR Holdings Ltd.

### Card Payment

Please charge my credit card:  Visa  Mastercard  American Express

Name on Card: .....

Card Number: ..... Exp. Date: .....

Signature: .....

### Cancellation

If you are unable to attend, a substitute delegate will be welcome in your place. If this is not suitable, a US\$ 200 service charge will be payable. Registrations cancelled less than seven days before the event must be paid in full.

### Avoid Visa Delays – Book Now

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

*Due to unforeseen circumstances, the programme may change and IIR reserves the right to alter the venue and/or speakers.*

### Event Venue

Madinat Jumeirah Hotel, Dubai, UAE

Tel: 971-4-3668888

### Accommodation Details

We highly recommend you secure your room reservation at the earliest to avoid last minute inconvenience. You can contact the IIR Hospitality Desk for assistance on:

Tel: 971-4-4072693

Fax: 971-4-4072517

Email: [hospitality@iirme.com](mailto:hospitality@iirme.com)