Private Banking and Wealth Management (Part I & II)
(in English)

Ms. Freda SZE
Director at Hong Kong Securities and Investment Institute
Former Managing Director and Team Head at a Global Private Bank

How to become a successful Private Wealth Professional?
A follow-up lecture to “The World of Private Wealth Management” in October 2014, this seminar aims to introduce the key skills and duties of becoming a successful relationship manager in the Private Wealth Management (PWM) Industry. A relationship manager/wealth manager plays a very important role in a financial institution and has the fiduciary duties to act in the best interest of the client when providing investment services. He or she also has a duty to the institution to ensure the “fit and proper” standard is met in performing the tasks while generating income for the institution. Practical relationship management skills such as communication, negotiation and prospecting skills will be discussed throughout the seminar. These soft skills, coupled with products and investment expertise, will ensure that the relationship manager is effective and efficient in managing client relationships. The lecture should also provide a good overview of the competence requirements of a relationship manager and how client relationships are managed in practice. For those who may be interested in pursuing a private wealth profession, their active participation in the case project should enhance their understanding of a career in PWM industry.

Part I:
23 March 2015 (Monday)
2:00 p.m. – 5:00 p.m.
NAB319CD, 3/F, New Academic Block

Part II:
13 April 2015 (Monday)
2:00 p.m. – 5:00 p.m.
LBYG02, G/F, B.Y. Lam Building

Biography:
Freda is currently the Director of Education and Development at the Hong Kong Securities and Investment Institute (HKSI). Prior to joining HKSI, Freda was a Senior Private Banker at Coutts & Co Ltd (Hong Kong) covering Ultra High Net Worth (UHNW) and High Net Worth (HNW) client groups in the Greater China region. Previously, she was also Managing Director at HSBC Private Bank, responsible for Taiwan and Hong Kong based clients, and Managing Director and Team Head at Citibank Private Bank covering the same client groups.

Freda began her banking career as a management associate at Citicorp North American Investment bank in New York, where she gained extensive experiences in derivatives, credit, corporate finance and capital markets businesses. Upon receiving her Master's degree from the University of Oxford, she was relocated to Citibank Hong Kong where she held senior management and marketing head positions in treasury, capital markets and derivative products. In 2002, she joined Bank of America as Managing Director and Regional Head of global derivative products.

Freda has a Master of Science degree in Development Economics from the University of Oxford, St. Anne's College, and a Bachelor of Arts in Economics (Magna Cum Laude) from Smith College, Massachusetts, USA.

ALL ARE WELCOME Enquiries: 2616 7180 (Carrie)