

Chartered Fund & Asset Manager [CFAM™] 2012

Attend this fully certified course by the International Academy of Financial Management (IAFM) and receive the designation of *Chartered Fund & Asset Manager™ [CFAM™]*

DATE	VENUE
7 th – 11 th May 2012	Southern Sun Ridgeway Hotel, Lusaka, Zambia



In Association with



Who should attend?

This highly practical and interactive course has been specifically designed to benefit professionals with an interest in fund management

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

By attending this practical and informative course, you will:

- Gain the designation Chartered Fund and Asset Manager after passing the certification exam
- Understand fund management concepts, underlying frameworks, asset allocation concepts and models, and various investment 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 and governance and ethical requirements
- Know the key elements of marketing and distribution, road shows, client psychology, selling models, front office management and distribution partnerships
- Understand the global regulatory environment for fund management better
- **Become a Chartered Fund & Asset Manager (CFAM™)**

Certified by
**The International
Academy of Financial
Management (IAFM)**

Recognised in over 145
countries by a multitude of
training providers, universities,
colleges and business schools.



Reserve your seat today to avoid
disappointment!

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Email: philand@amc-intsa.com, Website: www.amc-intsa.com

Accredited Training Provider By Services SETA
Accreditation No: 2287

Meet Your Course Instructor, Michael Preiss



Dr Michael Preiss, CWM (Chartered Wealth Manager) serves as Associate Director, Investment Advisory Group at HSBC Private Bank, serving clients in the Middle East and South Asia.

He is also an Advisor on Global Board of Standards on Wealth Management and Private Banking curriculum for the Middle-East and Asia with the International Academy of Financial Management (IAFM). Michael is also a Director and Economic Advisor to East India Asset Management in Sri Lanka, Index Committee member, involved in launching the Ceylon Index Fund, the 1st Index fund on the Colombo Stock Exchange. He also is a Director and Research Fellow at The Asian Bond Market Forum, a Hong Kong based non-profit think-tank. The ABMF provides policy research on the development of Asian local currency bond markets and advises on bond-market issuance programs and infrastructure development. In this role, Mr. Preiss is working with Thailand's Ministry of Finance, as one of the founding members of the Asian Bond Market Development Secretariat in Bangkok.

Mr. Preiss is a graduate of the European Business School with a major in Finance and international economics, having studied at the schools centres in London, Paris and Bologna, Italy in the respective local languages. In addition he studied in Japan, Korea, and China. A regular guest commentator on Bloomberg TV, CNBC Asia, and the BBC as well as India's New Delhi Television, a columnist for finance magazine's in Hong Kong and China, as well Singapore's Business Times and the Bangkok Post where he contributed the regular "Ahead of the Curve" column. In addition, he is a columnist for Forbes Arabia, the Arab language edition of Forbes Magazine.

He has also been a guest lecturer at the Chinese University of Hong Kong where he taught on Technical Analysis as well as a course on Banking & Financial Institutions with a focus on China's Financial System

CFAM™ Course Overview

The goal of this programme is to provide a fund manager, an asset manager or a relationship manager with 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 the day to day business. This programme is also designed to enhance the check lists and benchmark metrics by which asset managers can reduce losses and which will be viewed favourably by both management and the regulatory community.

By attending this course, the added benefits you will receive include:

- The ability to use the designation CFAM™ on your business card and resume
- Up to 18 months membership to the IAFM professional body
- Access to the IAFM risk management network and body of information online
- Experience of a leading finance expert from the International Academy of Financial Management
- Access to the IAFM international journal published online
- Gold Embossed CFAM™ Certificate with your name and designation as a MIAFM (Member of the International Academy of Financial Management) Full accreditation fees included in the course fees

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Day One

Fund Management Concepts

Fund Fundamentals

- 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 type

Day Two

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, 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 what types of funds work best in the

local markets

Day Three

GCC Markets And The Fund Management Business

Local And Regional Considerations

- 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-brokering, banking, insurance
- Issues and challenges specific to such business combinations
- Governance and operational issues

Day Four

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, private banking models
- Insurance companies
- Individual clients, client psychology, selling models
- Front office management, and distribution partnerships

Day Five

Compliance And Performance Management

The Regulatory Environment

- Impact of Basel II and SOX
- Regulations, 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

CFAM Examination*

**Only those who successfully complete the exam will receive the Chartered Fund & Asset Manager designation.*

ABOUT AMC INTERNATIONAL

Africa Management Communications (AMC) International is a research driven business information organisation with over ten years experience in producing strategic business events. We strive to provide creative and cutting edge business solutions for both large and medium sized organisations. Africa Management Communications is registered with Services Seta as an Accredited Service Provider (Accreditation No. 2297).

Register Today! Fax: +27 (0) 11 325 0873

The IAFM™ Training Style

We are employing “best practice” training – called “blended training”. This involves classroom lecturing, highly intensive case study/role playing reviews, classroom interaction and feedback, and one-on-one coaching from the facilitator. We have found this to be one of the most effective training methodologies to date and many large multinationals and training companies have already taken up this “blended learning” methodology. The CFAM™ certification will be received approximately one month following the close of the workshop.

The issuing authority for the Chartered Fund and Asset Manager program, is an internationally recognized professional industry association – the **International Academy of Financial Management**. The International Academy of Financial Management is a non-profit society that has been active since 2001, and has over 200,000 members and affiliates in more than 140 countries. The qualification program entitles the delegate who completes the program successfully to use a post – nominal – CFAM™ – on their business card, email signature or CV..

Chartered Fund & Asset Manager [CFAM™] 2012: 7th – 11th May 2012, Southern Sun Ridgeway Hotel, Lusaka, Zambia



Registration Form

Thank you for your interest in the course. To register, please provide the following information:

DELEGATE(S) INFORMATION

1. Dr. /Mr. /Mrs. /Miss:	Mobile:
Department:	Email:
Position:	
2. Dr. /Mr. /Mrs. /Miss:	Mobile:
Department:	Email:
Position:	
3. Dr. /Mr. /Mrs. /Miss:	Mobile:
Department:	Email:
Position:	
4. Dr. /Mr. /Mrs. /Miss:	Mobile:
Department:	Email:
Position:	

REGISTER ME / US FOR THE FOLLOWING (PLEASE TICK)

5 Day Course = **USD2,980.00 excl. VAT** [PRICE INCLUDES EXAMINATION AND CERTIFICATION FEES]

AUTHORIZATION – THIS BOOKING IS INVALID WITHOUT A SIGNATURE

Signatory must be authorized to sign on behalf of contracting organization

Name:	Position:
Organization:	Mobile:
VAT No.	Email:
Telephone:	Facsimile:
Physical Address:	Code:
Signature:	

METHOD OF PAYMENT (PLEASE TICK)

Bank Transfer: Standard Bank, Branch – Hyde Park, Code – 00660534, Account No. 090461487, Swift Code – SBZAZAJJ

<input type="checkbox"/> Credit Card	<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> Diners Club	<input type="checkbox"/> AMEX
Card No.:				Expiry Date:
Cardholder's Name:	Signature:			
ID Number:				CV No.
Authorization Code:	Date:			

GROUP DISCOUNTS

SAVE MORE with Group Registrations
Team discounts available on request.
Call +27 (0) 11 341 1000 for more information!

HOTEL INFORMATION

Southern Sun Ridgeway
Corner Church Road/ Independence Ave, Lusaka
Tel: 260-211 251 666
www.southern.sun.com

TERMS AND CONDITIONS

Accepted applications to attend the AMC International conference or training course ("Event") are in every case subject to these terms and conditions:

Payment Terms – Payment is due in full upon completion and return of the registration form. Due to limited conference space we advise early registration and payment by credit card to avoid disappointment. AMC International reserves the right to admit or refuse admission to delegates who have not shown proof of payment of conference fees or not agreed to sign an indemnity form.

Speakers - Views of Speakers at any Conference or Training Course – are their own and do not necessarily reflect the views of AMC International, its employees, agents or contractors.

Delegate Substitutions – Provided the fee has been paid in full, within the time frame as per our terms and conditions, substitutions at no extra charge can be made up to 10 working days, before the start of the Event. (Send notification for any such changes in writing for the attention of the Customer Services Manager at info@amc-intsa.com).

Delegate Cancellations – must be received by AMC International in writing and must be addressed to the Customer Services Manager at info@amc-intsa.com,

- Cancellations received 10 working days before Event start-date, entitle the cancelling delegate to a full credit of amounts (credit to attend future event – not refund monies) paid to date of cancellation which may only be redeemed against the cost of any future AMC International Event, within one year from date of such cancellation;
- Any cancellations received less than 10 working days before the Event start-date, do not entitle the cancelling delegate to any refund or credit note and the full fee must be paid;
- Non attendance without written cancellation to the Customer Services Manager, is treated as a cancellation with no entitlement to any refund or credit.

Speaker Changes – Occasionally it is necessary for reasons beyond our control to alter the content and timing of the program or the identity of the speakers.

- If AMC International cancels an Event, delegate payments at the date of cancellation will be credited to a AMC International Event (such credit is available for up to one year from the date of cancellation). If AMC International postpones an Event, delegate payments at the postponement date will be credited towards the rescheduled Event. If the delegate is unable to attend the rescheduled Event, the delegate will receive a full credit of amounts paid up to the date of postponement which may only be redeemed against the cost of any future AMC International Event (and such credit will be available for one year from the date of postponement). No cash refunds whatsoever are available for cancellations or postponements.

Indemnity – AMC International is absolved from and indemnified against any loss or damage as a result of substitution, alteration or cancellation/postponement of an Event arising from any cause whatsoever, including, without limitation, any fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of the Event impracticable or impossible. A "fortuitous event" includes, but is not limited to, war, fire, flood, riot, industrial action, extreme weather or other emergency.

Warranty of Authority – The signatory warrants that he/she has the authority to sign this Application and agrees to be personally liable to AMC International for payments falling due pursuant thereto should such warranty be breached