



IOD Family Business Event 1/2017

J.P. Morgan Asia Family Enterprise Study Succession: East and West - Tradition and Innovation in Asian Family Enterprise

Thursday 16th March 2017, 17.30 – 20.00 hrs.
at Pimarnman, Anantara Siam Bangkok Hotel

Overview

J.P. Morgan recently published The Asia Family Enterprise Study, which is a collection of profound insights from over 140 respondents from the largest and most successful families in the region. This has enabled them to share with you some of the knowledge and experience of this remarkable cohort.

While Asian global family enterprises have much in common with those of other countries, the cultures of Asia have a heritage of values that sets them apart. These values—tradition, continuity, order and harmony—can create a family legacy that can be difficult to change. In contrast non-Asian families tend to stress individualism and self-determination. Unlike their Asian counterparts, Western family elders may expect the rising generation to find its own way instead of remaining within the business. They are less concerned with tradition and family connection, and more interested in each family member's personal development. They may be more attuned to the need for change and more willing to let go of the past to allow the family and business to adapt and change. These differences—about what they expect and want from the rising generation—lead to divergent views of succession.

Agenda

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| 17.30 – 18.00 | Register & Welcome Drink |
| 18.00 – 18.10 | Welcome address by Ms. Ada Ingawanij,
Executive Vice President - Thai IOD |
| 18.10 – 18.20 | Short speech from Ms. Kam Shing Kwang,
Market Manager for Hong Kong, China, the
Philippines & Thailand of J.P. Morgan Private
Bank |
| 18.20 – 19.00 | Dinner |
| 19.00 – 19.30 | Presentation on the topic of J.P. Morgan Asia
Family Enterprise Study. Succession: East and
West - Tradition and Innovation in Asian Family
Enterprise from Ms. Cynthia Lee, Managing
Director of the Wealth Advisory Group at
J.P. Morgan's Private Bank |
| 19.30 – 20.00 | Q & A |

Event Fee

- IOD Member - **Free of charge**
- FBG & FBS Alumni - **Free of charge**
- Non IOD Member— 3,000 THB (including VAT)

Enquiries and Further information

Please call 0-2955-1155 Ext. 404 - K.Suthinee

Email: suthinee@thai-iod.com

About Speaker – Ms. Cynthia Lee



Ms. Cynthia Lee
Managing Director
Wealth Advisory Group
J.P. Morgan's Private Bank

Cynthia Lee is a Managing Director of the Wealth Advisory Group at J.P. Morgan's Private Bank based in Hong Kong. She is responsible for advancing the firm's efforts to develop customized and leading edge wealth planning products and solutions for clients, products and solutions for clients, especially in the area of offshore trust structuring, multi-jurisdictional tax planning, as well as estate and family office planning.

How to register?

You may register online at

<http://www.thaiiod.com/th/seminar-events-detail.asp?id=379>
within 13 March 2017

* *FBG & FBS Alumni*, please send email to suthinee@thai-iod.com

Conduct in English

Cancellation Policy

Advanced registration is required. IOD reserves the right to charge 3,000 baht per seat if a member fails to notify of absence less than 2 working days before the event.