



CUHK
BUSINESS SCHOOL

Center for
Family Business

GEN202
Families of Wealth

The First Professional Program for

**FAMILY BUSINESS
LEADERS**

in Asia-Pacific



Background

In collaboration with the Family Firm Institute (FFI) in the United States, The Chinese University of Hong Kong (CUHK) successfully organized the first Certificate program in Family Business Advising / Family Wealth Advising in Asia in 2010 and the second one in 2011. The workshops were over-subscribed and over 40 highly competitive participants were enrolled. These included managing directors at private bankers, management consultants, lawyers, accountants, investment professionals, and academics. The participants came from Hong Kong, Singapore, Shanghai, Thailand, Indonesia, South Korea, France, London and Switzerland.

Following the success in the past two years, the program is recruiting its third intake. We will offer *GEN202 Families of Wealth*, one of the courses that lead to FFI's Certificate in Family Wealth Advising in 2013.

Who Should Enroll?

- ❖ Professionals: Lawyers, accountants, family business consultants, family office directors, family philanthropy managers, financial advisors, management consultants, psychologists, and therapists;
- ❖ Educators, including entrepreneurial/business professors, family business forum directors, and researchers; and
- ❖ Family business owners and next generations.

GEN202 Families of Wealth: A Multi-disciplinary Approach

Your opportunity to meet with professionals from other disciplines in the Asia-Pacific region!

Goals

Participants in this seminar will:

- ❖ gain a firm understanding of the nature and complexities of families of wealth;
- ❖ identify and explore management structures used by families of wealth;
- ❖ appreciate the unique challenges and opportunities encountered by professionals working with families of wealth; and
- ❖ acquire a set of multidisciplinary tools needed to work with families of wealth.

Program Agenda

Time	Description
9:00 am	Introduction
9:15 am	Lesson 1: About Families of Wealth
11:00 am	Lesson 2: Understanding and Recognizing Management Structures used by Families of Wealth
12:30 pm	Lunch
1:30 pm	Lesson 3: Challenges and Opportunities for Professionals Working with Families of Wealth
3:00 pm	Lesson 4: Case Study
4:30 pm	Wrap-up
5:00 pm	Adjourn

Faculty



Dennis Jaffe, Ph.D., is Professor of Organizational Systems and Psychology at Saybrook University in San Francisco. Dennis received his BA in Philosophy, MA in Management and Ph.D. in Sociology from Yale University. As both an organizational consultant and clinical psychologist, he is one of the architects of the emerging field of family enterprise consulting. As a founding member of the Family Firm Institute, he has presented at many of their annual conferences, served on their board, written frequently for their journal *Family Business Review*, and was awarded the Richard Beckhard Award for contributions to practice. In 2007, he was named Thinker in Residence for S. Australia, where he worked to help the region design a strategic plan for the future of their entrepreneurial and family businesses.



Kevin Au, Ph.D., is the Director of Center for Family Business of The Chinese University of Hong Kong (CUHK). He also serves as the Director of the Center for Entrepreneurship. Kevin graduated from CUHK with a B.B.A. and earned his Ph.D. in Management and International Business at the University of British Columbia. Kevin's research interests include family business, international management, entrepreneurship, social network, and cross-cultural research methodology. Kevin has published over 50 academic articles and book chapters and served on the editorial boards of several academic journals. He has provided consulting and training to government and business corporations. His clients include BNP Paribas, Coutts, Credit Suisse, Citibank, Ove Arup, Hong Kong Cyberport, the Central Policy Unit of the H.K.S.A.R. Government, and a number of startups and family businesses in Hong Kong. Besides academic work, Kevin serves as a Director for the Hong Kong Business Network, the Successful Transgenerational Entrepreneurship Practices Project, and the Family Firm Institute in the United States. He is also a member of the Social Innovation and Entrepreneurship Development Fund Task Force under the Commission on Poverty of the H.K.S.A.R. Government.



✦ Participants are inspired by the FFI-CUHK workshop in 2010



✦ Participants from different background benefit by the multi-disciplinary sharing in FFI-CUHK workshop 2011



✦ Participants who joined FFI-CUHK workshop 2010 earn their certificate in the FFI Brussels Conference in 2012

Goals of the FFI GEN Certificate in Family Wealth Advising (CFWA)

1. To provide a unique understanding of the types and models of family wealth;
2. To learn the stages of transition from a family operating business to a family of shared assets;
3. To understand systems theory as it applies to families of wealth; and
4. To learn specific advising skills, particularly facilitation, communication and conflict resolution skills.

Admission and Graduation Requirements

Completion of GEN202 Families of Wealth is one of your steps to the FFI GEN Certificate in Family Wealth Advising (CFWA). To complete the program you will need to take three additional courses online. For admission and its fees, please go to FFI's website (<http://www.ffi.org/page/traditional>) for further reference.



Components of Certificate in Family Wealth Advising (CFWA)



Course Details

- GEN101: About Family Business (online)
- GEN102: Self in Systems (online)
- GEN202: Families of Wealth
- GEN501: Myths, Realities and Trends (online)
- Attendance in an FFI Conference or CUHK's '50 – 50 Family Business Conference'
- Mentorship Program (optional)

Sharing from the Participants



"I would not have even heard about the Certificate in Family Business Advising or Family Firm Institute had it not been for CUHK. They have fulfilled the knowledge gap that I had been trying to address through their FFI-related workshops as well as other Family Business Network activities. CUHK is progressively building up a community of experts in this field for the Asia-Pacific region and has demonstrated a strong commitment to the field. I've enjoyed the connections made with local, regional and global professionals and academics, and look forward to playing a bigger role in the future."

Heidi Adick, Director & Consultant, Dew-Point International Limited, Hong Kong
FFI Certificate Holder in Family Business Advising

"I attended several courses of FFI in the collaboration with CUHK a few years ago where I met many of my classmates from various countries, mainly from the Asia Pacific region. Many of us still keep in touch and have been sharing our working experiences to each other. I notice that CUHK has been active in the field of Family Business. It does not only provide courses to the public but also organizes workshops for those who are involved in the areas...I believe that CUHK is positioned predominantly in the field of family business in this part of the world and I am proud to be part of it."

Anurat Kongtoranin, Executive Director, Bangkok Fastening Co. Ltd., Thailand
FFI Certificate Holder in Family Business Advising & Family Wealth Advising;
Observer in the STEP Asia Pacific Summit 2012



"By 2050, Asia will contribute more than 50% of world economy. More than 70% of Asian economy is built around family businesses. Significant number of family businesses ownership and management will be transitioned for the next few decades. The Center for Family Business of CUHK will certainly be an important institution that can help Asian family businesses survive the significant sustainability challenge in the coming decades. I have enjoyed and benefited by the learning experience gained with the Center for the past year and believe that it will help me improve my own family business and strengthen my aspiration to enable other growing family businesses in Asia to sustain. I look forward to further enhance my learning and contribution with the center."

Yirhan Sim, Corporate Planning Vice President, PT Medion Farma Jaya, Indonesia
FFI Certificate Holder in Family Business Advising & Family Wealth Advising

Rundown & Fees

The rundown and the fee structure of the seminar are as follows:

	Date	Time	Venue
GEN202 Families of Wealth	9 December 2013	9.00 am – 5.00 pm	Salon I, Hyatt Regency Shatin
Regular rate:	HK\$12,000	Special rate:	HK\$9,500

* The rate includes the course fee of GEN202 and a one-year FFI membership. Special rate applies for early bird applicants (before 22 November 2013), group applicants (3 or above nominees from a firm), FFI Members, and CUHK-FBLN Members.

The above fee is for FFI-CUHK Workshop on GEN202 Families of Wealth only. For the Certificate program, please refer to FFI's website for the most updated fees (<http://www.ffi.org/page/traditional>).

CUHK '50 – 50 Family Business Conference'

The '50-50 Family Business Conference' is built around the theme 'Embrace our Culture; Empower our Future'. Details are as follows:

	Date	Time	Venue
50-50 Family Business Conference	10 December 2013	10.00 am – 5.00 pm	CUHK Campus

Applicants for the FFI-CUHK Workshop on GEN202 Families of Wealth can enjoy complimentary registration. The attendance in this conference would be counted as fulfilling the GEN requirement.

Registration

Applicants for the FFI-CUHK Workshop on GEN202 Families of Wealth and the Certificate program shall complete the attached **Application Form** and check relevant options. The duly completed and signed Form together with a cheque of the required fee payable to "The Chinese University of Hong Kong" should be returned to the Program Office.

Enquiry

CUHK Program Office

Phone: (852) 3943-4305

Fax: (852) 2603-5136

Email: cfb@cuhk.edu.hk

Address: Center for Family Business
c/o The Asia-Pacific Institute of Business
The Chinese University of Hong Kong
846, 8/F, Cheng Yu Tung Building, No. 12 Chak Cheung Street
Shatin, New Territories, Hong Kong

Website: <http://cfb.bschool.cuhk.edu.hk/ffi-gen-certificate>





Application Form for Family Firm Institute / CUHK Education Programs GEN202 Families of Wealth, Hong Kong

The Certificate in Family Wealth Advising (CFWA) was established by the FFI board of directors in 2005. This program benefits family enterprise advisors, family office professionals, and members of private client groups by establishing knowledge standards. In 2010, the program is introduced into the Asia Pacific Region by The Chinese University of Hong Kong.

Please note that ***you must be a member of FFI*** to enroll in the certificate program. You may, however, participate in the **GEN202 Families of Wealth** before you consider joining FFI as a member.

Who Should Enroll?

- Accountants, lawyers, financial planners, or other family business consultants whose practices have begun to involve enterprising families who have or are thinking about having a family office
- Professionals who are newly employed at or considering employment at family offices
- Members of private client groups for high net worth families

Goals of the Course

- 1) To gain a firm understanding of the nature and complexities of families of wealth
- 2) To identify and explore management structures used by families of wealth
- 3) To appreciate the unique challenges and opportunities encountered by professionals working with families of wealth
- 4) To acquire a set of multidisciplinary tools needed to work with families of wealth

Advancement to the Certificate in Family Wealth Advising (CFWA)

Participants can continue to join the Certificate in Family Wealth Advising (CFWA) (Traditional Track) by fulfilling GEN202 Families of Wealth as part of the requirements.

- 1) Individual should apply to the program by completing the application form, including:
 - Verification of degree, license, or equivalent experience acquired prior to application in one of the core professions: behavioral science, financial, legal and management science
 - Signed Consent and Release form
- 2) Individuals are accepted into the program and receives confirmation of acceptance from the Director of Professional Education. The fees and payment details will also be provided.
- 3) Course-work:
 - GEN101 About Family Business
 - GEN102 Self in Systems
 - GEN202 Families of Wealth
 - GEN501 Myths, Realities and Trends
- 4) Mentor program (optional): It is an option that the applicant to choose a mentor to work with for the duration of the program. The Director of Professional Education will work with applicants to identify appropriate cross-disciplinary mentors.
- 5) Conference attendance:
 - Attendance at one FFI global conference within one year. Qualified attendance begins when accepted into the certificate program.
- 6) Applicant is FFI member in good standing. These requirements should be completed within a two-year period.



**Application Form for Family Firm Institute / CUHK Education Programs
GEN202 Families of Wealth, Hong Kong**

#Mr./Ms./Miss/Dr./Prof.

Name (#Please delete as appropriate)

Company

Position

Contact Address

City State Zip/Postal Code Country

Email Telephone Fax

Consulting/Advising Practice

Please list below:

(1) your primary areas of practice, and

(2) the types of clients you serve.

Profession of Origin

Please check the box that describes your profession of origin.

Behavioral Science Financial Legal Management Science Others: _____

Higher Education & Other Professional Certification or Licensing or Certificate Programs

Please check the qualification(s) you have obtained.

Doctor Master Bachelor Others: _____

Do you hold certificates or certifications from other professional associations?

Yes. Please specify: _____ No

Payment

- Applicants should prepare a cheque of the appropriate amount (see below) made payable to "The Chinese University of Hong Kong".

	Standard Rate	Special Rate*
GEN202 Families of Wealth	HK\$12,000	HK\$9,500

*The special rate applies to early bird applicants (before 22 November 2013), group applicants (3 or above nominees from a firm), FFI Members, and CUHK-FBLN Members.

- Please indicate if you will attend the '50-50 Family Business Conference'.
 Yes No

Please return this application and the payment cheque to the Program Office as below:

CUHK Program Office

Phone: (852) 3943-4305

Fax: (852) 2603-5136

Email: cfb@cuhk.edu.hk

Address: Center for Family Business
c/o The Asia-Pacific Institute of Business
The Chinese University of Hong Kong
846, 8/F, Cheng Yu Tung Building, No. 12 Chak Cheung Street Shatin, New Territories, Hong Kong

Website: <http://cfb.bschool.cuhk.edu.hk/ffi-gen-certificate>