

Exploring Investment Decisions for Family Offices and Families *INSEAD's 3rd Asian Family Office Day on 22nd January, 2015*

In January, INSEAD hosted its 3rd Asian Family Office Day for participants from family offices and large family businesses. The event was organized by the **Global Private Equity Initiative**, INSEAD's Private Equity Centre and featured findings from the Centre's recently published paper on Asian family offices. The event's morning sessions explored the development of the Asian family office landscape, and the afternoon sessions delved into family office's direct investment. In addition to expert presentations, the exclusive group of just over 50 participants enjoyed an array of small group discussions and networking opportunities followed by cocktails and dinner.



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Highlights of the day included:

- Main findings from the recent INSEAD – Pictet report: ["The Institutionalization of Asian Family Offices"](#).
- Break-out groups on key topics highlighted in report including *Linking Family Governance & Investment Governance*, *Setting up a Family Office: When, Where, How & Why*, *Key Investment Functions: In-house or Outsourced*, *Reporting and Risk Management: How to use Information Effectively*.
- A lunch talk by Chuck Stetson, CEO Stetson FO, who rounded up the morning session by providing an additional perspective from a mature family office environment: *"Third generation Family Office – An American Experience"*.
- An overview of *"Institutional Investors' approach to Direct Investing"* highlighting strengths and weaknesses of the strategy and its implementation.
- An interview segment featuring Fanglu Wang, Senior Managing Director, CITIC Capital Partner interviewed by Dan Farrell, Chairman & CEO Privos Capital on the topic: *"Global Investing from a Chinese Perspective"*.
- An afternoon panel by 3 family offices sharing their approach to direct investing.

GPEI plans to continue its annual Asian Family Office Day in Singapore and develop new research in line with participant's feedback from the event.

The event in Asia is one of two global family office events organized by GPEI annually, with a second Family Office Day in 2015 exclusively open to Single Family Offices and co-hosted with EVCA scheduled for March 2015 in Geneva.

If you have questions on the upcoming event in Geneva, our research or would simply like to connect, please do not hesitate to reach out to us on INSEAD's campus in Singapore or via [email](#).

