



WealthBriefing**Asia** **GREATER CHINA**
AWARDS 2021

SPONSORSHIP PACKAGES

The Sixth Annual Greater China *WealthBriefingAsia* Awards for Excellence

OVERVIEW

The focus of the Sixth Annual *WealthBriefingAsia* Greater China Awards for Private Banking Excellence 2021, part of the global awards programme at *WealthBriefing*, is to recognise outstanding performance, both domestic and international.

Winning a *WealthBriefingAsia* Award sets organisations and individuals apart from their peers and is a tangible demonstration that they have something special to offer.

Sponsors will also be invited to contribute to the post awards Acclaim Magazine and have an interview with Group Editor, Tom Burroughes.

This year we are also adding a professionally produced video to the marketing collateral for sponsors and winners.

Key dates for the diary

Nominations open	23 November 2020
Submission deadline	5 March 2021 (at midnight)
Winners & finalist notification	15 March 2021
PUBLIC ANNOUNCEMENT	12 April 2021



AWARD CATEGORIES *(Available for individual sponsorship)*

PRIVATE BANKING CATEGORIES

OVERALL REGIONAL PRIVATE BANK

Awarded To: A private bank in the Greater China Region; open to domestic and international banks.

MAINLAND CHINA WEALTH MANAGER

Awarded to: A provider of wealth management products and services to the onshore China market.

HONG KONG DOMESTIC PRIVATE BANK

Awarded To: A private bank serving the Hong Kong domestic market.

HONG KONG INTERNATIONAL PRIVATE BANK

Awarded To: A private bank serving the Hong Kong international market.

TAIWAN MARKET PRIVATE BANK

Awarded To: A private bank serving the Taiwan market.

EXTERNAL ASSET MANAGER (EAM) SERVICE PROVIDER

Awarded To: A bank platform provided to the external asset manager or multi family office market in Greater China.

CREDIT PROVIDER

Awarded To: A private bank provider of credit facilities in the Greater China market.

PURE PLAY BOUTIQUE PRIVATE BANK

Awarded To: A pure play private bank operating in the Greater China Region.

WEALTH PLANNING TEAM

Awarded To: A wealth planning team in a private bank in the Greater China Region.

ALTERNATIVES PROVIDER

Awarded To: A private bank alternatives provider in the Greater China Region.

NRI OFFERING BY A PRIVATE BANK

Awarded To: Best non-resident Indian offering by a private bank in the Greater China Region.

PHILANTHROPY SERVICES

Awarded To: A philanthropy offering by a private bank in the Greater China Region.

SRI OFFERING

Awarded To: A socially responsible investing offering by a private bank in the Greater China Region.

DISCRETIONARY PORTFOLIO MANAGEMENT OFFERING

Awarded To: A discretionary portfolio management offering from a private bank in the Greater China Region.

DIGITAL PLATFORM

Awarded To: A digital platform from a private bank in the Greater China Region.

WEALTH MANAGER SERVICING FAMILIES

Awarded To: A offering specifically for UHNW families or single family offices (SFO) in the Greater China Region (open to banks or other wealth managers and advisors).

PRIVATE EQUITY PROVIDER

Awarded To: A provider of private equity advice and services in the Greater China Region.

IMPACT INVESTING

Awarded To: A private bank provider of impact investing advice and services.

CLIENT EXPERIENCE

Awarded To: A client experience provided by a private bank in the Greater China Region.

EXCELLENCE IN SERVICING NORTH AMERICAN CLIENTS (SUPPORTED BY FAMILY WEALTH REPORT)

Awarded To: This award is sponsored by *Family Wealth Report* the sister publication of *WealthBriefingAsia* covering wealth management news within the American market. It recognises the institution offering the best service to Greater China-based North American Clients.

PRIVATE BANKING REGIONAL PARTNERSHIP

Awarded To: An international private banking regional partnership within the Greater China region.

REGIONAL GROWTH STRATEGY AND IMPLEMENTATION

Awarded To: A private banking growth and expansion strategy and implementation within the Greater China region.

INSURANCE PRODUCT OR OFFERING FOR UHNW FAMILIES

Awarded To: A provider of insurance advice or products to UHNW families in the Greater China region.

WEALTH MANAGEMENT CLIENT ONBOARDING INITIATIVE

Awarded To: An initiative to onboard clients by a wealth manager within the Greater China region.

PRIVATE BANK EMPLOYER OR TALENT MANAGEMENT INITIATIVE

Awarded To: A private bank that has demonstrated its ability to attract and retain its private banking employees through a combination of skillful recruitment or talent management within Greater China.

AWARD CATEGORIES *(Available for individual sponsorship)*

WEALTH MANAGEMENT MARKET ENTRANT

Awarded To: A new firm offering wealth management services or advice within the Greater China region.

PRIVATE BANKING CHARITIES TEAM

Awarded To: A private banking team offering charities advisory within Greater China.

COLLECTIBLES ADVICE PROVIDER

Awarded To: A provider of advice to UHNW families on collectables within Greater China.

FIXED INCOME OFFERING

Awarded To: A wealth manager with fixed income advice, offering or analysis in Greater China.

REAL ESTATE ADVISORY SERVICES

Awarded To: A wealth manager offering advice about international real estate investments or offering facilitation services to clients within Greater China.

MULTI-FAMILY OFFICE (MFO) SERVICE PROVIDER

Awarded To: A provider of platform or advisory services to Multi-family Offices (MFO) within Greater China (open to banks only).

PRIVATE BANK FOR FAMILY GOVERNANCE SERVICES

Awarded To: A provider of advisory services relating specifically to family governance within Greater China (open to banks only).

NEXT-GEN PROGRAMME

Awarded To: A provider of advisory services or range of programmes relating specifically to the management of next generation (next-gen) family wealth within Greater China (open to banks only).

FAMILY WEALTH ADVISORY OFFERING

Awarded To: A non-bank provider of advisory specific or general services relating to the management of family (or SFO) wealth or within Greater China (open to Trusts/Lawyers/Consultancies).

GOVERNANCE SERVICE FOR FAMILIES

Awarded To: A non-banking provider of advisory services relating specifically to family (or SFO) governance within Greater China (open to Trusts/ Lawyers/Consultancies)

WEALTH MANAGEMENT M&A DEAL

Awarded To: A merger and/ or acquisition deal between wealth managers in the Greater China region.

BEST PRIVATE BANKING ESG OFFERING

Awarded To: A Private bank offering the best demonstrable environmental, social and governance (ESG) policy within the Greater China region.

INDIVIDUAL AWARDS

(Must be supported by a private banking employer)

WEALTH MANAGEMENT RISING STAR UNDER 30

Awarded To: A standout wealth manager who despite their age, has in the opinion of their employer demonstrated an ability to perform at a high level, maintain values and operate within the high standard demanded by their employer within the Greater China region.

WEALTH MANAGEMENT RISING STAR UNDER 40

Awarded To: A standout wealth manager who has in the opinion of their employer, demonstrated an ability to perform at a high level, maintain values and operate within the high standards demanded by their employer within the Greater China region.

WOMAN OF THE YEAR IN GREATER CHINA WEALTH MANAGEMENT

Awarded To: A standout female family office or private banking executive who has demonstrated an ability to perform at the highest level, maintain industry values and excelled within the Greater China region.

LIFETIME ACHIEVEMENT

Awarded To: A senior executive from around the region to recognise their work over a number of years.

OUTSTANDING INDIVIDUAL

Awarded To: A senior wealth management executive from around the region to recognise their work during the year.

BEST NEW ENTRANT INTERNATIONAL FINANCE CENTRE (IFC) SERVICING THE GREATER CHINA REGION

Awarded To: A standout International Financial Centre (IFC) which has, as a new entrant, demonstrated an ability to identify and service clients within the Greater China region at a high level

WHY SPONSOR?

To enhance the independence and credibility of these awards, sponsorship is only open to businesses not competing for these awards.

These prestigious awards recognise excellence within the wealth management and private banking industry.

In addition they provide your business with a highly affluent, captive audience of private bankers, lawyers, accountants and financial advisors across the wealth management sector.

Consequently these awards present your business with a unique opportunity to be involved in industry sector sponsorship giving your company the following:

- Exposure across our subscription base and associated international media (60,000 subscribers worldwide).

- Extensive brand exposure on the night to over 150 of Hong Kong's leading private banking, C-level executives and guests.
- The opportunity to target an affluent market with high disposable income.
- Excellent networking opportunities with senior decision-makers.
- Association with leading industry awards.
- The chance to develop new contacts and expand your sales network.
- Increased brand exposure within the wealth management sector.

Media

All sponsors will receive coverage in *WealthBriefing* and also feature in the awards program, together with other media listed as follows:

- *WealthBriefingAsia*
- *Family Wealth Report*
- *Offshore Red*
- *Compliance Matters*

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

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Partners who support our global awards



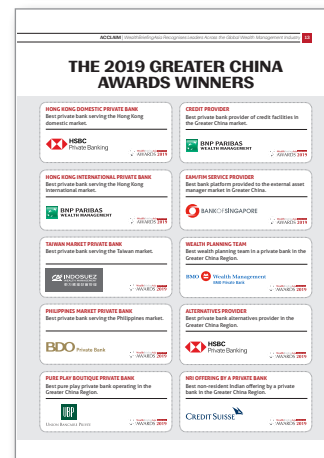
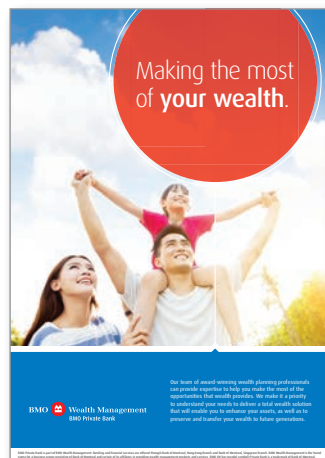
SPONSORSHIP BENEFITS	HEADLINE	AWARD CATEGORY
Verbal acknowledgement from awards host	✓	✓
Tickets to awards dinner	10	5
Branding on awards backdrop	✓	✓
Logo in awards programme	✓	✓
Full-page colour advertisement in awards programme	✓	✓
300-word profile in awards programme	✓	✓
Web banner on main awards event website with link	✓	✓
Opportunity to make welcome speech from main awards podium	✓	
Name associated with an award category	✓	✓
Opportunity to present award to category winner	✓	✓
Opportunity to present 3 key awards	✓	
Logo on table plan	✓	
Interview with the Editor	✓	
Branding in the drinks reception area (to be approved by the organiser)		✓
Professionally Produced Video	✓	✓
	£20,000	£7,500

*"Thank you for organising such a great event.
Our team said it was a fantastic evening."*

AWARDS SUPPLEMENT

Acclaim: *WealthBriefingAsia's* Exclusive Awards Supplement

These awards supplements have been created to maximise the marketing potential for winners so they can tell their most critical markets of their success.



Benefits

This high quality publication offers the following benefits:

- Interview with our editorial team
- Evidence of expert third party endorsement
- Exclusive use of photographs of you at the event
- Digital and print formats
- Digital copies distributed to the publisher's 60,000 global network
- Printed copies will be circulated at all *WealthBriefing* and *Family Wealth Report* events

Added value

- A bespoke marketing brochure for distribution among your peers and potential clients
- A global 'Best of the Best' supplement celebrating all award winners in each category

GLOBAL AWARDS



2021 SCHEDULE

FEBRUARY

WealthBriefing Swiss Awards

MARCH

WealthBriefing Swiss EAM Awards
Family Wealth Report Awards

MAY

WealthBriefing European Awards

APRIL

WealthBriefingAsia Greater China Awards

JUNE

WealthBriefingAsia Awards

SEPTEMBER

WealthTechAsia Awards

NOVEMBER

WealthBriefing MENA Awards



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ABOUT WEALTHBRIEFINGASIA

(the supporting publication for the Awards)

WealthBriefingAsia is the leading subscription-based business intelligence service for the wealth management community, with the latest news, analysis and in-depth features from around the globe.

Subscribers are part of an international network for whom staying abreast of the latest industry developments is a crucial part of their professional lives. Members of the network find our content on topics such as wealth strategy and planning, industry M&A, evolving business models in the light of technological innovations, important people moves, investment management trends and asset allocation techniques to be an essential resource in a fast-moving world.

Our global editorial team is dedicated to providing subscribers with exclusive news and insight, meaning that *WealthBriefingAsia* readers are often the first to see the headline news affecting their industry.

Nowhere else can wealth managers access such a breadth and depth of business intelligence covering this sector.