



## Northern Trust enhances Hedge Fund Monitor

Chicago 20.06.2011

Northern Trust has enhanced its Hedge Fund Monitor product with a series of new features designed to improve automation and straight-through processing, enabling the bank's funds of hedge funds (FoHF) clients across the globe to access performance, liquidity and compliance data throughout the day.

Automation updates to Northern Trust's Hedge Fund Monitor product enable Northern Trust clients to now enter multiple trades on a single screen, including multiple trades on a single portfolio and, significantly, to instruct a single trade and allocate it across multiple portfolios.

Subject to terms and conditions, this allows a client to switch hedge fund investments between multiple

portfolios without necessarily having to declare each switch to the market.

Northern Trust's registration process will allow clients to switch hedge fund investments without incurring difficulties with capacity such as lockups (the window of time in which investors of a hedge fund are not allowed to redeem or sell shares) and gates (a restriction placed on a hedge fund limiting the amount of withdrawals from the fund during a redemption period).

"Eliminating manual processing and enabling access to robust information are key aspirations for fund of hedge fund managers," said Ian Headon, Northern Trust's asset servicing product manager for alternative

[readmore p2](#)

### BNY Mellon wins \$16.4bn mandate from Rabobank

BNY Mellon Asset Servicing has been appointed by Stichting Rabobank Pensioenfond (Rabobank Pension Fund) in the Netherlands to provide custody and other services to assets valued at \$16.4 billion.

[readmore p2](#)

### Euroclear Bank to open Dubai office

Euroclear Bank is to open a representative office in Dubai. The office – located in the Dubai International Financial Centre – will have space for 10 employees and will be headed by Bernard Ferran, director and regional head. He took up his new role on 15 June 2011.

[readmore p2](#)

## CONTENTS

### Vistra Fund Services to act for Privium

Vistra has been selected to provide fund administration services for the Privium Selection Fund platform via its specialist fund services division operating out of Luxembourg.

[page2](#)

### BNY Mellon Clearing International launched

BNY Mellon has launched a new company to clear futures and derivatives trades on behalf of institutional clients in Europe, Middle East and Africa.

[page3](#)

### NeMa conference report

Network Management 2011 in Croatia proved to be another opportunity for the industry to share experiences and trends.

[page9](#)

### Regional focus

With the eyes of the financial world looking East, Asia's asset servicing industry is going strong.

[page6](#)

### People moves

Find out the latest hires, and who is getting promoted within the industry.

[page11](#)

Ten markets, ten cultures, one bank.

**S|E|B**

## Northern Trust enhances Hedge Fund Monitor

Continued from page 1

Investments. "These latest enhancements from Northern Trust enable our clients across the globe to streamline manual entries, reduce operating overheads, and improve internal reporting.

Other key updates to Hedge Fund Monitor which enhance liquidity, compliance and performance include:

- Features that enable clients to view, at any given time, their quickest and most cost-effective liquidity options. This allows clients to easily toggle between these two options gives them greater flexibility/.
- Lot level liquidity details now reported on screen. Clients are now able to immediately see the various stages of liquidity in their portfolio, enhancing their ability to make investment decisions.

## BNY Mellon wins \$16.4 billion mandate from Rabobank

Continued from page 1

BNY Mellon was selected as it can offer Rabobank Pension Fund a robust offering while ensuring that potential operational risks and any administrative burden is reduced to a minimum.

Frank Froud, head of Europe, Middle East & Africa at BNY Mellon Asset Servicing, said: "Rabobank Pension Fund has a well-deserved reputation for prudence and innovation, and its close cooperation with its strategic partners means it benefits from having a highly effective and risk-averse operating model."

## Euroclear Bank to open Dubai office

Continued from page 1

Bernard Ferran has over 10 years of commercial division experience with Euroclear, a great deal of which has been focused on developing client relationships and business growth opportunities. On the ground in Dubai, Ferran will further expand existing relationships and forge new ones with Middle Eastern and African financial entities, and with those looking to develop Islamic financial instruments, such as Sukuks.

Four years ago, Euroclear Bank became the first foreign depository to offer cross-border

settlement and related services for transactions involving debt and equities listed on NASDAQ Dubai.

Yves Poulet, chief executive officer of Euroclear Bank, stated: "Opening a Euroclear Bank office in Dubai is a natural progression of our growing involvement in the Middle East. This region enjoys a vibrant market economy and the DIFC is rapidly becoming a very important financial hub. Our presence in Dubai completes the picture of having a Euroclear Bank office in all of the major financial centres around the world, as well as full global time-zone coverage to service clients."

Poulet continued: "Bernard's wealth of experience, business knowledge and local market expertise will contribute strongly in strengthening Euroclear Bank's commitment to our customers in the region. He and his team will reinforce the quality service and attention clients have come to expect from Euroclear Bank."

## Vistra Fund Services to act for Privium

Vistra has been selected to provide fund administration services for the Privium Selection Fund platform via its specialist fund services division operating out of Luxembourg. The Privium Selection Fund will be managed by Privium Fund Management (UK) Limited. The Privium platform proves a flexible one stop Luxembourg based solution for the launch of differing styles and sizes of funds, each backed by competitive pricing options.

Vistra Fund Services has worked closely with Clayton Heijman of Darwin Platform and Loyens & Loeff, Luxembourg on the set up and marketing of the specialised platform. Ivo Hemelraad, managing director of Vistra Fund Services - Luxembourg, commented: "In today's competitive environment, time-to-market and costs are of the essence. Privium provides a high-quality and high-speed set up which still allows for tailor-made solutions. Privium therefore lives up to our credo of 'We will adapt to your requirements, not force you to fit ours.'"

Privium Fund Management, will focus on manager start-up activities in Europe and the US.

Veterans Paul Smith, Clayton Heijman and Nick Paris have started a new business to support the launch of various fund management operations that are anticipated in the financial industry. Providing a one-stop solution for new and alternative fund managers, Privium has the experience and expertise to contribute to the success of new funds and support new projects.

Services offered include asset management, middle and back office administration, marketing, office infrastructure and support.

## Northern Trust wins Taube Hodson Stonex custody mandate

Northern Trust has been appointed to provide custody services for US\$925 million in assets for London based fund manager Taube Hodson Stonex Partners LLP's open ended fund range.

This latest appointment expands Northern Trust's long-standing fund administration and transfer agency mandate.

Taube Hodson Stonex Partners LLP, an independent fund management partnership, manages over GB£10.2 billion in Global and European Equity Funds for clients across the globe. It appointed Northern Trust following a review to consolidate providers.

"We selected Northern Trust based on their consultative approach and proven expertise in custody and related services," said Steven Bishop, chief operating officer at Taube Hodson Stonex Partners. Northern Trust demonstrated their commitment to our present relationship throughout the selection process and offered the best all round solution to meet our existing and future requirements."

"We're delighted to extend our five-year relationship with Taube Hodson Stonex Partners," said Laurence Everitt, head of Global Fund Services for the UK. "Custody, fund administration and transfer agency solutions are at the core of our growing Global Fund Services business and particularly as the regulatory landscape changes, investment managers across the globe, such as Taube Hodson Stonex Partners, can benefit from our world-class capabilities and integrated global strategic platform."

## BNP Paribas Securities Services wins Devon Funds mandate

BNP Paribas Securities Services has been selected to provide custody and fund administration services to Devon Funds Management, a New Zealand fund manager.

Devon, which specialises in Australian and New Zealand equities, appointed BNP Paribas with respect to the fund manager's two new wholesale unit trusts, created to complement its rapidly growing product offering in New Zealand.

### Corporate and Investment Banking

Standard Bank offers a sophisticated range of safekeeping, clearing and related services to local and foreign institutional investors in the South African and 12 sub-Saharan markets. For information e-mail [transacts@standardbank.co.za](mailto:transacts@standardbank.co.za)

Moving Forward



Speaking about BNP Paribas' appointment, Mel Firmin of Devon Funds Management said: "We are pleased to have appointed BNP Paribas for back office services in New Zealand.

"Their strong global platform and local expertise in custody and fund administration for portfolio investment entities were critical factors in our decision. Also, the fact that they had an on the ground presence in New Zealand was important."

Hugh Stevens, Head of BNP Paribas Securities Services New Zealand added: "We are delighted to have won this new business from Devon Funds Management, and see it as a demonstration of our commitment to the New Zealand market.

"Fund managers in New Zealand are currently facing unprecedented regulatory change coupled with increasing demand for systems and operational enhancements. We feel that we are ideally positioned to partner with and support them through this period of change, and in meeting increasingly sophisticated market reporting requirements."

## Deutsche Bank and Millburn launch UCITS III fund

Deutsche Bank and Millburn Ridgefield Corporation have launched a UCITS III compliant version of Millburn's Multi-Markets trading programme. The UCITS fund, called the DB Platinum IV dbX Millburn Multi-Markets Index Fund will offer weekly liquidity and be available in multiple share classes.

Millburn's Multi-Markets trading programme, upon which the UCITS fund's strategy is based, trades a diversified set of more than 120 markets and utilises strategies with holding periods ranging from short-term (intra-day) to long term (several weeks or months). The Multi-Markets trading programme has a track record of more than six years, has experienced an average compound annual net return of +12.4 per cent and has demonstrated low correlation to stock, bond and hedge fund indices.

Deutsche Bank's European head of fund derivatives, Tarun Nagpal, said: "There continues to be a strong shift in investor sentiment in Europe towards alternative UCITS and we are delighted to be at the forefront of the market by bringing leading hedge fund managers onto our platform. Millburn's expertise and long-standing success will make this product attractive to investors wanting to access the returns of a leading managed futures fund in a UCITS III format."

Executive vice president of Millburn, Barry A. Goodman, commented: "We believe that our track record, which is one of the longest in the industry, combined with our demonstrated ability to innovate and evolve, can give our investors an edge and position our funds to take ad-

vantage of market dislocations across a wide range of time-frames. As one of the first major US-based CTA managers to launch a UCITS product, we're excited at the opportunity to give a new segment of investors a strong complement or alternative to their existing portfolio holdings."

The fund will be linked to the performance of the dbX Millburn Multi-Markets Index, whose components are selected by Millburn on the basis of a rule-based systematic strategy. This index reflects exposure to exchange-traded futures, forwards and/or swap and options contracts on a diverse range of more than 120 global markets (including energies, base and precious metals, crops, stock indices, bonds, interest rates and currencies). Investors in the fund will benefit from the provision of weekly liquidity with fund NAVs published on Reuters, Bloomberg and online. The fund will be available in EUR, GBP, USD and JPY and intends to apply for reporting fund status with respect to the GBP share class.

Millburn's decision to support this UCITS III product reflects a continuing demand among investors for new ways to invest in hedge fund strategies, including through regulated and liquid UCITS III funds and managed accounts. Deutsche Bank's Platinum platform has EUR 12.26 billion under management and the bank's managed account platforms, the X-markets hedge fund platform and dbSelect, have grown strongly.

## Indusval Corretora signs on for Valdi

Indusval Corretora has selected SunGard's Valdi for complete trade lifecycle management. Valdi provides a robust, multi-asset trading station for order lifecycle management, order sending and monitoring, and real-time P&L calculation.

SunGard's Valdi provides Indusval with a multi-asset trading system for equities and derivatives for its client portfolio. The broker can generate and send orders to the stock market with real-time connectivity, helping it reduce costs and time required for the provision of data and information.

Alexandre Atherino, director of Indusval, said, "With Valdi, we have increased our capacity and flexibility for trading which means we can now help clients achieve higher speed and solvency. Valdi helps us improve efficiency and client service, by providing the ability to offer our clients a low latency multi-asset, multi-region trading station."

Raj Mahajan, president of SunGard's global trading business, said, "SunGard's strategy is to help traders become more successful by providing them with increased automation and the ability to trade multiple asset classes, globally. SunGard's Valdi helps customers like Indusval increase the performance of their ex-

ecutions and strategy adjustments with real-time calculations."

## BNY Mellon Clearing International launched

BNY Mellon has launched a new company to clear futures and derivatives trades on behalf of institutional clients in Europe, Middle East and Africa.

Headquartered in Dublin, the business, BNY Mellon Clearing International is the first MiFID authorised futures and derivatives clearing entity in Ireland and is regulated by the Central Bank of Ireland. It plans to become a clearing member on major exchanges and central clearing houses globally to support the trading activities of BNY Mellon clients and intends to lead to the creation of 50 new jobs in Ireland over the next two years.

BNY Mellon Clearing International will be an important addition to BNY Mellon's Irish operations where the company is ranked the number one fund administrator and currently employs over 1,800 employees, offering a broad range of services to traditional and alternative asset managers, banks, pension funds, insurance companies and corporates.

Tim Murphy will serve as head of BNY Mellon Clearing International for Europe, Middle East and Africa, reporting to Sanjay Kannambadi, CEO and global head of BNY Mellon Clearing, who is based in the company's New York headquarters.

The company plans to clear listed futures and option trades on behalf of institutional clients. Services are expected to include general operations; including trade novation, margin management, risk management, and reporting.

As over the counter (OTC) swaps move into control clearing, BNY Mellon Clearing International and BNYMC will provide solutions to clear these products. "As a leading securities servicer for major derivatives participants, BNY Mellon provides a comprehensive clearing solution to our institutional clients through BNY Mellon Clearing. Through this new entity, we can now offer clients clearing member services for exchange-traded derivative products on exchanges and clearing houses both in the US and Europe," said Art Certosimo, CEO of Global Markets at BNY Mellon, responsible for the derivatives clearing business.

Sanjay Kannambadi, CEO and global head of BNY Mellon Clearing commented: "given the significant regulatory and competitive shifts in the market following the financial crisis, the formation of BNY Mellon Clearing International was strategically timed to meet the emerging and growing needs of our clients. It is critical that we support our clients wherever they want to clear their transactions".

## Folio Administrators opens in Panama

Folio Administrators has launched new operations in Panama City, Panama, diversifying its business, this time into Latin America.

With breakneck economic growth, a \$5.25-billion expansion of its famous canal and a capital city skyline unlike any in Central America Panama has made a quick transformation to an outstanding economic performer that is the envy of its regional peers. Panama has replaced Chile as Latin America's leading recipient of foreign direct investment (FDI) as a percent of its GDP, according to a Latin Business Chronicle analysis of new data from the United Nations Economic Commission for Latin America and the Caribbean (ECLAC) and GDP data from the International Monetary Fund (IMF).

"We felt that Panama was an excellent choice to expand our business. It gives us more direct / easy access to the markets of South and Central America as well as a very well educated population. So far we have a dozen highly qualified and experienced staff working in the new office. We are now extremely well placed to expand rapidly as new business requires. Our existing and future clients will certainly benefit from this multi-lingual office," managing director Daniel Cann said.

"Panama is traditionally a business orientated jurisdiction. It is politically stable, growing at a rapid rate, has excellent communications with the rest of the continent, English is widely spoken and it is a safe and stable business environment. Since we opened at the end of 2010 it has exceeded all our expectations" he continued.

"Although, we believe we are the first to commence this type of back-office operation from Panama, we are convinced many will follow in due course. The country uses the US Dollar and has the same time zone as New York in Winter and Chicago in Summer. The combination of private and public investment in Panama is creating an environment for growth, expected to be another 7.5 per cent in 2011. It is also a very nice place to reside and has a high standard of living".

## Huntington Asset Services supports Cloud Capital

Huntington Asset Services will assist Cloud Capital with launching its first mutual fund offerings. The Oklahoma-based investment firm will offer three new mutual funds that will be serviced through Huntington Asset Services' Valued Advisers Trust. Huntington Asset Services is a provider of fund administration and accounting, as well as distribution and transfer agency services.



"A strong partnership with a skilled service provider is particularly important for start-up mutual funds," said Brian Blomquist, president of Huntington Asset Services. "With so many tasks to accomplish in such a short period of time, it's vital that an adviser be able to turn to a team of experts who can guide them through their initial phase of operations. Huntington Asset Services brings years of experience to Cloud Capital, so they can focus on the investment strategies that serve their customers' needs."

Cloud Capital's president and founding partner, Randy Cloud, chose Huntington Asset Services because of Huntington's ability to offer their clients experienced service and customised investment solutions.

"Assisting our clients in achieving their long-term financial goals is the cornerstone of our business, and Huntington Asset Services will help provide the right solutions vital to the successful launch of our first mutual funds," said Cloud. "Huntington's unique blend of talent, extensive experience and personalised service will help us continue to effectively deliver client-centered, performance driven investment strategies to our customers."

## CIBC Mellon surpasses \$1 trillion in AUA

CIBC Mellon has surpassed \$1 trillion in assets under administration (AUA), demonstrating the company's leading position in the Canadian asset and investment servicing industry.

"Achieving this milestone clearly illustrates our clients' recognition of the superior service and product solutions they receive by partnering with CIBC Mellon," said Tom Monahan, president and chief executive officer, CIBC Mellon. "While institutions across the globe remained challenged by economic headwinds, we are proud to have experienced marked growth in our AUA and our client base. We look forward to continuing to provide our clients with the best asset and investment servicing experience in Canada."

"Our partnership in Canada with CIBC has long been viewed as a template for how to establish and run a successful joint venture in the investment servicing space," said Tim Keaney, CEO of BNY Mellon Asset Servicing.

"That CIBC Mellon's business continues to go from strength to strength is testament to the company's continued focus on service excellence and innovation and its deep understanding of its clients and their needs, and I'd like to congratulate Tom and his team on passing this historic milestone."

## ISDA picks partners for repository plans

ISDA's Commodities Steering Committee has chosen Depository Trust & Clearing Corporation (DTCC) Deriv/SERV and EFETnet to partner with the Committee on the next stage of development of the Commodity Derivatives Trade Repository.

This selection is the result of a public Request for Proposals (RFP), which was issued March 25, 2011. The RFP was issued with the intention to create a trade reporting repository that ultimately will record all Commodity OTC Derivatives trade types. The repository will meet all current and future regulations governing repositories and will provide a structure to rapidly report and provide timely access to information to applicable regulators. The ISDA Commodities Steering Committee, which consists of senior business representatives in the commodity derivatives market from both buy- and sell-side firms, issued the RFP and selected the provider.

Trade repositories improve transparency by providing global regulators with significant visibility into risk exposures by firm and by counterparty. ISDA has helped establish trade repositories for other asset classes, including OTC credit default, interest rate and equity derivatives.

## Asset Control partners with FINCAD

Asset Control is partnering with FINCAD to offer mutual customers enhanced valuation and analytics for fixed income, derivatives and curves firm-wide through integration between Asset Control's AC Plus data management platform and FINCAD's industry leading financial analytical library.

Accurate and consistent financial valuation analytics alongside prices are crucial in order for a firm's risk, compliance and trading functions to operate effectively and efficiently using the same set of data. Integrating this data with individual financial applications is both time-consuming and cost intensive. Asset Control's interface with FINCAD's analytics will give customers direct access to FINCAD's library from within AC Plus. As a result, AC Plus and FINCAD will provide customers with a single source of calculations and analytics data which can then be distributed throughout the organisation, giving firms valuation and analytics accuracy while ensuring uniform data for multiple portfolio management, trading, accounting and risk applications. In addition, broadening investment options becomes significantly easier and faster with immediate capabilities supporting instrument modeling, valuation and data distribution.

"We are very pleased to welcome Asset Control to the FINCAD Alliance Program. Precise and reliable curve construction for derivative valuations is all about quality data and robust analytics," said Amar Budhiraja, director of the FINCAD Alliance Programme. "Our clients will now have the ability to use FINCAD's powerful financial analytics with Asset Control's robust data management solutions for enterprise-level risk measurement and pricing consistency across multi-asset portfolios."

Phil Lynch, president and chief executive officer at Asset Control, said, "Businesses need to ensure that critical processes are fuelled by consistent, accurate and actionable data to gain efficiencies, to support decision-making, and to develop successful new and innovative strategies. Combining the power of two industry-leading platforms, Asset Control is leveraging the proven expertise of FINCAD to enrich pricing and curve functionality for our clients' data generation and management capabilities."

## Same day Settlement platform launched for Asia Pacific

J.P. Morgan and BlackRock have launched a Same Day Settlement platform in Asia Pacific. The Asian Same Day Settlement service, which is provided by J.P. Morgan's transfer agency business, will provide BlackRock's institutional clients based in Asia with the opportunity to process trades during Asian business hours and to receive the same day use of the funds. The service will initially be available for BlackRock's two key USD cash funds, the ICS Institutional US Dollar Liquidity Fund and the ICS Institutional US Treasury Fund.

Mark Stockley, head of international cash at BlackRock, said: "The Asian Same Day Settlement service is intended to provide our institutional clients with greater flexibility. It represents a significant improvement over the previous settlement times, and will allow our clients to fully realise the benefits of investing in BlackRock's Liquidity Funds."

Euan McLeod, senior product manager, transfer agency, Asia Pacific, J.P. Morgan Worldwide Securities Services, added: "We're pleased to have launched our Asian Same Day Settlement service in conjunction with BlackRock. This is a landmark platform that will provide BlackRock's clients with a real competitive advantage in the market."

Some key features of the Asian Same Day Settlement service include:

- Trades placed before the 14:00 Hong Kong cut off time receive the benefit of earlier settlement;
- Using two pricing runs a day, J.P. Morgan Hong Kong will release payments to a client's correspondent bank via SWIFT during the Hong Kong working day;
- J.P. Morgan Hong Kong will send a SWIFT MT 103 pre-advice message to the bank of the underlying investor, notifying them of the incoming payment;
- J.P. Morgan Hong Kong will release payments to the bank of the underlying investor on a best effort basis to ensure receipt of funds on the same day (ie. T+0 settlement).

The launch of the Asian Same Day Settlement service follows the recent announcement that BlackRock has partnered with J.P. Morgan to outsource the investment management firm's fund tax dealing desk, a move which has provided BlackRock's clients with greater processing efficiencies and faster execution of trades. The deal saw J.P. Morgan's transfer agency team grow to approximately 20 dedicated specialists handling up to 3,000 manual trades per day.



## Linedata moves into Toronto

Linedata has opened a new office in Toronto, Canada, further expanding its presence in North America. Located in the heart of the financial district in the TD Canada Trust Tower, this new office establishes Linedata's growing commitment to hands-on support for the Canadian market.

"Linedata continues to expand its North American presence with 180 employees supporting over 250 clients in the North American region. In particular, we've seen rapid growth in the Canadian market as asset managers look to improve trading and portfolio management procedures to support their own business expansion," said Annie Morris, managing director of Linedata North America. "This market is of vital importance for us, making it imperative to build strong relationships on a local level as the region boosts its investment in financial technology."

According to a recent report, 'Canada Survey: Partnering in Technology and Services,' by research firm Aite Group, Canadian asset managers will spend heavily on electronic trading systems in 2011. Linedata has seen this firsthand with its Canadian client base growing since early 2010, and its award-winning portfolio accounting, trading, compliance and reporting applications supporting Canada's leading hedge funds and asset managers. Many Canadian firms are now focused on achieving market differentiation, growth and driving profitability and will look to proven and trusted financial technology and service partners like Linedata to assist them in reaching these goals.

Send all your news to  
[benwilkie@assetservicingtimes.com](mailto:benwilkie@assetservicingtimes.com)



## Asia

With the eyes of the financial world looking East, Asia's asset servicing industry is going strong

### BEN WILKIE REPORTS

For years, investors have been eyeing the Asian market with excitement. Along with the traditional markets, such as Japan, Hong Kong and Singapore, exciting new territories of Vietnam, Thailand and others are offering double-digit growth in a world where growth of any sort seems to be a bonus.

And then there's China. Soon to become the world's largest economy, the country is gradually liberalising its financial markets and attracting funds from all over the world. It's expected to be one of the most important countries in the world.

And within the region, the asset servicing industry has the experience and the expertise to support them. Both Singapore and Hong Kong are long-established hubs - perhaps more on the custody side than fund administration - while Japan's somewhat moribund market is gaining efficiencies. The newer markets are standing on the shoulders of giants by investing in the latest technology and infrastructure to ensure they are fleet of foot and ready for business.

Yet Asia doesn't host that many funds of its own. Asian funds tend to be domiciled in the likes of the Cayman Islands, Luxembourg or Dublin. Domes-

tic only funds stay close to home, but anything with any international element goes overseas.

For some in the industry, this causes issues. "Firstly, we have the time difference. If we want to talk to our managers or compliance people, then we have to get them first thing in the morning or last thing at night," says a representative from one of Hong Kong's larger fund companies. "Reporting isn't an issue because of automation, but if you have a question or want a personal response, you won't necessarily get it answered straight away.

"Then there's the cost - we have to factor in the regulatory costs for more regions and domiciles than we really need to. Especially at the moment, where there are so many regulations coming out of the countries most affected by the banking crisis, the costs for compliance are eating up more and more of our cash.

"And finally it's a case of us being able to do it ourselves now - Luxembourg and Dublin - as well as others - are popular in Europe because Europe has both a large funds market and is a significant destination for inward investment. The same applies to North America and its rela-

tionship with the Caribbean domiciles. They are servicing a vibrant market. Well, Asia now has a vibrant market and we need to do something to ensure we have the ability to have our own Luxembourg or Cayman Islands."

This desire is starting to translate into action. A lobby group comprising initially of participants based in Hong Kong, New Zealand and Australia is in the process of being formed, which will work to develop an Asian domicile. Initial plans include work toward the creation of an Asian-style passport and a UCITS-style regulatory structure for Asia. New Zealand has a new regulatory regime inspired by UCITS and other jurisdictions are moving in a similar direction. NZ, however, is a long way away from the major financial centres of Asia, so it's more likely that somewhere closer to home is going to feel the growth.

The catalyst for this is likely to be the rise of China," says Paul Smith, chief executive at Triple A Partners, a Hong Kong-based advisory firm. "If domestic fund domiciliation legislation does get enacted, Hong Kong and/or mainland China will explode as a funds centre."

While that development continues, other firms with an Asian presence are ramping up their operations. Following the hiring of former HSBC executive Colin Lunn to UBS, the Swiss bank has big plans for the fund administration on the ground in the region. UBS currently services most of its Asian fund of funds and hedge funds from centres in the Cayman Islands, Toronto and Europe but, says Christof Kutscher, CEO for Asia-Pacific at UBS Global Asset Management, clients are increasingly demanding a local presence.

"There is a role for a high-quality provider of fund-administration services in Asia," says Kutscher, explaining that the firm is planning on building services to hedge funds, funds of hedge funds, private equity, funds of private equity funds and UCITS-based funds from Singapore, where it already has an operations centre. It is also upgrading its offering for sovereign wealth funds and other major clients in both Singapore and Hong Kong.

As a result of the growing appetite by banks in the region, technology providers are also making a real effort - and because in many cases they have the opportunity to start from a clean state, the new launches in new economies are often absolute best of breed, often at a lower cost to their more established rivals.

It's not just the banks that are seeing the benefits of encouraging more work to be done in

the region. The Monetary Authority of Singapore has placed a priority on strengthening the city state's attractiveness as a destination for fund administration business, while the authorities in Hong Kong and some of the emerging markets are doing the same.

"In many ways the region has the best of both worlds," says consultant Peter Mariest. "Some of the jurisdictions are long-established and highly regarded, with a strong infrastructure and highly-regarded workforce. They're going to get the business from all corners of the world. Others are still working to implement all the requirements needed to be an attractive domicile, but this means they can look at other regions and pick the best practices from there. They don't have the disadvantage of legacy systems or out of date working practices and they can often offer attractive cost savings that firms who have seen a downturn in their alpha will be attracted to."

Singapore - along with other players in the region - has also made huge strides when it comes to tax treaties with its neighbours, particularly when it comes to taxation of funds. It has an agreement with India, a growing source of hedge fund investment as well as treaties with other important sources of funds. Indian-owned funds based in Singapore are set to be a significant source of growth.

India itself, long a favoured destination for finan-

cial firms looking for a destination for their back offices, remains in the mix. Its large pool of a hugely educated workforce, technical infrastructure, low costs and existing reputation as a back office hub means it can never be ruled out.

Hong Kong is always going to be a vital centre, and while Japan continues its recovery from the devastation earlier this year, it doesn't seem to have the ambition to become a major centre for the region - preferring to concentrate on its domestic investments. The new economies of Thailand, Vietnam, Malaysia and Indonesia will play a part, although in some of those countries there remain concerns about the stability of the governments, as well as a relatively short track record when it comes to managing international investments.

But it's the region as a whole that is going to benefit. With Asia now an established and valued investment centre, the subsidiary sides of the business are exerting their strength. The development of the back office in the region may end up being a battle between two or three highly regarded domiciles but as the European and Caribbean models have proved, there is likely to be room for more than one centre. **AST**

Next issue:  
South African  
Custody



## Opportunities in Asia

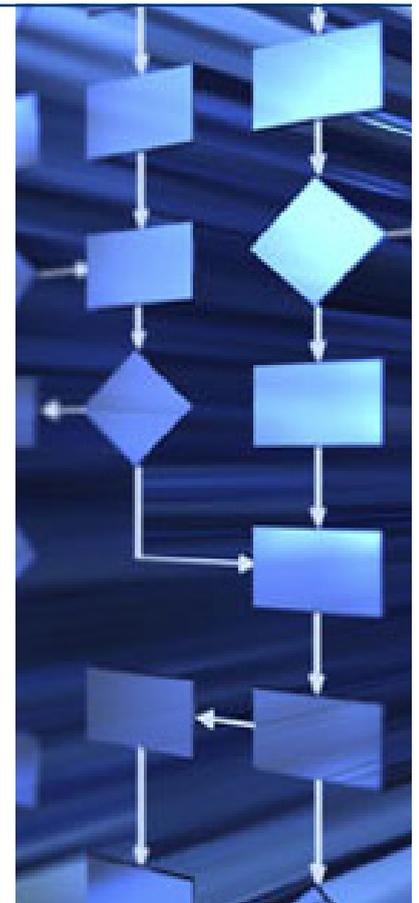
As a result of our ongoing expansion, we are currently working on a number of opportunities across Asia, including Tokyo, Singapore, Hong Kong and Korea.

If you're a senior asset servicing professional and are interested in progressing your career in Asia then please call either;

Liz Cleary in Singapore on +65 (0) 6832 5507 / email [liz@hornbychapman.com](mailto:liz@hornbychapman.com)  
or Paul Chapman in London on +44 (0) 207 959 2439 / email [paul@hornbychapman.com](mailto:paul@hornbychapman.com)

Please see our website for details of some of the roles we are currently working on.

[www.hornbychapman.com](http://www.hornbychapman.com) | 68 King William Street, London, EC4N 7DZ, UK





**BNP Paribas Securities Services**  
**The closer we are,**  
**the better you perform**



With our precise understanding of each market's internal workings, you maximise your market and investment opportunities. At BNP Paribas Securities Services, the closer, the better.



**BNP PARIBAS**  
**SECURITIES SERVICES**

| The bank for a changing world

[securities.bnpparibas.com](https://securities.bnpparibas.com)

BNP Paribas Securities Services is incorporated in France with limited liability and is authorised and supervised by the Autorité de Contrôle Prudentiel (ACP) and by the Autorité des Marchés Financiers (AMF). BNP Paribas Securities Services London Branch is authorised by and subject to limited regulation by the Financial Services Authority for the conduct of its investment business in the United Kingdom; details on the extent of our regulation by the Financial Services Authority are available from us on request. BNP Paribas Securities Services London Branch is also a member of the London Stock Exchange. BNP Paribas Trust Corporation UK Limited and Investment Fund Services Limited are authorised and regulated by the Financial Services Authority.

## Network Management 2011 in Croatia proved to be another opportunity for the industry to share experiences and trends



Over 300 delegates attended the 11th NeMa conference at the Radisson Blu hotel in stunning Dubrovnik.

With the slogan 'Re-establishing investor confidence in a changing landscape,' over 70 speakers and panelists gathered to give the benefits of their experience and expertise.

Following the obligatory (and somewhat overcrowded) opening party, the main event kicked off with a keynote address from HSBC's global head of sub custody and clearing, Colin Brooks. He addressed the main issues affecting the industry at the moment, pointing to the potential trends for the future. While there are - and will continue to be - challenges, Brooks sounded an optimistic note as he spoke of how the industry will develop.

Following a lively discussion on the pricing model of custodian banks, Tom Isaac, global head of client and sales management, intermediaries GTS at Citi spoke on the new demands the industry will face. He asked if the growth seen in the last decade was an aberration that will never be seen again, and said that in addition to the regulatory maelstrom, clients are looking at liquidity and risk with much greater detail than ever before.

Emerging markets played a significant part during the conference. There were debates on how they have changed, as well as a series of masterclasses in regions such as sub-Saharan Africa, Eastern Europe and Asia, showing how much interest and demand asset servicing providers are going to see in the future.

Of course, as always at NeMa, it wasn't just the content in the auditorium that mattered, it was also the subsidiary activities. During the breaks there was plenty of time for old friends to catch up and new relationships to form. There were a series of 'off the record' briefings on a range of issues and opportunities, from branding to network management risk.

And of course no NeMa event would be the same without the social events, and Dubrovnik was the perfect venue. From a reception in the Old Town to a cruise around the Adriatic, delegates were wined and dined every night.

"Wow! What a great week in Croatia," said conference organiser Andrew Barman. "Over 340 attendees made it to NeMa this week in Dubrovnik, and 300 were still present after the event finished to attend the Clearstream & Standard Chartered hosted cruise party. There are numerous reports in the press with reviews and online video interviews. Looking forward to seeing many of you in Singapore on November 15-16 for the 2nd Annual NeMa Asia event. Thanks to again to all our sponsors, but special thanks to Unicredit and HSBC as joint lead sponsors, and Deutsche Bank and Citi as joint co-sponsors." **AST**



# ISLA 20th Annual International Securities Lending Conference



Date: 28th-29th June 2011  
 Location: Penha Longa (Lisbon/Sintra)  
 Website: [www.afme.eu/isla2011](http://www.afme.eu/isla2011)

ISLA is pleased to announce the date and venue for its 20th International Securities Lending Conference. The event will take place between 28th and 30th June 2011 in Penha Longa (Lisbon - Sintra).

## European Clearing and Settlement

## 12th Annual Collateral Management

## The Finadium 2011 Conference



Date: 29-30 June 2011  
 Location: London  
 Website: [www.icbi-events.com/ecs](http://www.icbi-events.com/ecs)

Date: 7-9 September 2011  
 Location: London  
 Website: <http://www.marcusevans.com>

Date: 20 September 2011  
 Location: New York  
 Website: [www.finadium.com](http://www.finadium.com)

An expected wave of European regulation; more competition; pressure on costs and fees; a new focus on risk – all this and more will be covered at ICBI's flagship 17th annual clearing and settlement event.

This collateral management event, brings together senior figures from the collateral world in order to address key topics including regulatory reform, automation, optimisation and how to attain best practice in operational procedures.

Themes for this year's conference include ETFs in securities lending, transparency in financing for hedge funds and their investors and the impact of CCPs on collateral management. Lunch is provided and networking is encouraged.

12th Annual

# Collateral Management

Excelling in managing and optimising collateral in a market coming to terms with the impact of central clearing

London, UK  
 7th–9th September 2011

Including Interactive Pre-Conference Workshops:

**ISDA® Collateral Documentation**  
 and  
**The Importance of Basel III for Collateral Managers**

ISDA® is a registered trademark of the International Swaps and Derivatives Association, Inc. The programme is neither sponsored by nor affiliated with the International Swaps and Derivatives Association, Inc.

Preferred Partner:



Exhibition Sponsor:



This 12th Annual **marcus evans** conference is Europe's premier collateral management event, bringing together the most senior figures from the collateral world in order to address key topics including regulatory reform, automation, optimisation and how to attain best practice in operational procedures.



Attending this Premier **marcus evans** Conference Will Enable You to:

- **Learn** about the impact of central clearing on the market
- **Debate** the benefits of triparty custody services and how they can effect your operations
- **Fine** tune your operations to achieve excellence in reconciliation, margin calls and haircuts
- **Optimise** the collateral still available in a market where the quantity and quality is in question
- **Network** with senior industry professionals

Media Partners:



For further information and registration please contact:  
**Alice Taylor** on +44 (0)20 3002 3235,  
 or email [AliceT@marcusevansuk.com](mailto:AliceT@marcusevansuk.com),  
[www.mefinance.com/Collateral2011](http://www.mefinance.com/Collateral2011)

## Industry Appointments

Butterfield Fulcrum has established a presence on the West Coast to be led by **Brian Young**.

Based in the Pacific Northwest, Young, a director of business development, will be responsible for promoting Butterfield Fulcrum's fund administration services to investment managers across the west coast and mid-west markets. Previously, Young, who joined the firm in 2010, was located in New York.

"There are tremendous opportunities for Butterfield Fulcrum to provide its full-service administration offering to the investment communities on the west coast as well as the mid-west as these markets are home to a vast number of hedge funds, fund of funds, family offices, private equity and real estate funds," said Glenn Henderson, CEO of Butterfield Fulcrum. "We are pleased to announce that Brian will spearhead these efforts and ensure that the appropriate resources are allocated to facilitate and support the needs of our expanding client base."

Singapore Exchange has strengthened its Risk Management and Regulatory (RMR) team with new appointments to maintain robust regulation in today's rapidly changing financial landscape. The enhanced RMR functions include "Regulation", "Risk Management", "Clearing Risk", and "Regulatory Development & Policy". The changes are effective from 1 July 2011.

**Richard Teng** is appointed as head of regulation with expanded responsibilities in overseeing Issuer Regulation, Catalist Regulation, Member Supervision, Market Surveillance and Enforcement. Teng's new role will focus on the supervision of issuers, market participants and intermediaries. He joined SGX in 2007 as head of issuer regulation and chief of staff for the RMR team.

In his new role, Teng will closely support Yeo Lian Sim, the chief regulatory officer, to fulfill and uphold SGX's regulatory standards. In addition to Teng, **Kelvin Koh** is appointed as head of market surveillance and **Annie Ong** as acting head of enforcement.

With increased focus on risk management,

**Agnes Siew** is appointed as head of clearing risk and is responsible for the formulation of risk frameworks for new products and services. The risk management function will assess the risk frameworks and continue to be responsible for risk monitoring and management of clearing members and over-arching risk policies. The former Regulatory Policy unit has been expanded to include legal functions related to regulation in order to provide a more holistic perspective in regulatory formulations. The expanded unit, known as the "Regulatory Development & Policy" function, is headed by Mohamed Nasser Ismail.

At its General Annual Meeting held on 9th June 2011, the Association of the Luxembourg Fund Industry (ALFI) elected a new Board of Directors for a period of two years. The new Board of Directors elected **Marc Saluzzi** as chairman. Saluzzi takes up the presidency, which will run for two years.

Bravura Solutions has appointed **Aubrey Nestor** as product manager for Rufus, the company's transfer agency platform across Europe, the Middle East and Africa.

In his new role Aubrey will be responsible for the further development of Bravura's Rufus transfer agency solution to meet current and future client demand. He will define and manage the product roadmap, as well as managing Bravura's dedicated team of business architects and technical authors. Aubrey will also continue his role as Product Manager for Bravura's Babel STP fund messaging solution.

Previously Aubrey held the position of product architect at Bravura. He has over 14 years' experience, working primarily with Rufus and has been a key influence on many of the major enhancements undertaken during this period. These include the introduction of OEICs, ISAs, fund supermarkets, integrated foreign exchange and money market fund functionality. He was also heavily involved in a major global transfer agency technology refresh project that moved Rufus forward onto a Service Orientated Architecture (SOA).

## AST ASSETSERVICINGTIMES

Editor: Ben Wilkie  
benwilkie@assetservicingtimes.com  
Tel: +44 (0)20 3006 2710

Marketing: Steven Lafferty  
design@assetservicingtimes.com

Publisher: Justin Lawson  
justinlawson@assetservicingtimes.com  
Tel: +44 (0)20 8249 2615  
Fax: +44 (0)20 8711 5985

Published by Black Knight Media Ltd

16 Bromley Road  
Beckenham  
Kent  
BR3 5JE  
UK

Company reg: 0719464

Copyright©2011  
Black Knight Media Ltd.  
All rights reserved.

To subscribe please visit  
www.assetservicingtimes.com

Tricia Riddell, global head of product management, transfer agency services at Bravura, said: "Aubrey brings an exceptional level of experience to his new role, including advanced knowledge of the transfer agency market and the Rufus product. I am confident that he will continue his outstanding work for our existing clients as well as developing successful relationships with new ones." **AST**



## Raising The Bar In Recruitment

Telephone: +44 (0)20 7959 2440 | Email: enquiries@hornbychapman.com  
Web: www.hornbychapman.com | Postal: 68 King William Street, London, EC4N 7DZ, UK

