

# Understanding The Financial Services Industry

## *Comments from past participants*

*"I enjoyed the sessions especially since they were very interactive. The notes given provided more information. The sessions were very informative and beneficial."*

– Ms. Violet Lee Yong Hoe, DBS Bank Ltd, Singapore.  
[Class of February 2010]

*"Good insights into the Financial Services Industry and practical examples. Good job!"*

– Ms. Ng Tsuey Jen, DBS Bank Ltd, Singapore.  
[Class of February 2010]

*"Seminar was interesting. Provided a good overview!"*

– Ms. Janice Foo Lee Ping, DBS Bank Ltd, Singapore.  
[Class of February 2010]

*"The session I attended was pitched towards risk management as there were many risk management colleagues around. It was insightful because I have never looked at bank from this perspective before. And risk management is relevant at work and at personal level."*

– Ms. Emily Sim Moi Fong, DBS Bank Ltd, Singapore.  
[Class of February 2010]

*"I find the Understanding The Financial Services Industry seminar to be really useful especially when it gives someone not from the financial industry (like me) a good overview of this industry. Besides an overview it does provide a historical background of how the industry was started hence would appreciate the current situation and hopefully with this insight be able to project what the future might look like."*

– Ms. Alice Low, Individual, Singapore.  
[Class of July 2010]

# PI ETA CONSULTING COMPANY

**SEMINAR CODE: PCR05**

*"Dr. Jeffrey Lim's sharing of his in-depth expert knowledge on the evolution of international trade, finance and banking industry from biblical and historical sources right through to our present new age of technology and its application is thought provoking.*

*Mr. Adam Wong is eloquent in his knowledge and experiences of the financial reporting and operational functions of the banking industry."*

– Ms. Maggie Lim Saw Tin, Individual, Singapore.  
[Class of December 2010]

*"Very good seminar!"*

– Ms. Lim Siok Yong, DBS Vickers Securities (Singapore) Pte Ltd, Singapore.  
[Class of July 2011]

*"This is the seminar I have always been looking for to understand the Banking Business, and it really helps!"*

– Mr. Gao Hongjun, DBS Bank Ltd, Singapore.  
[Class of July 2011]

*"This seminar was really an eye opener, well taught by accredited professionals (Profs in their fields). I would highly recommend this seminar, or seminars from PI ETA to my fellow colleagues!"*

– Mr. Dennis T. Y. Tey, DBS Vickers Securities (Singapore) Pte Ltd, Singapore.  
[Class of July 2011]

*"I found the seminar to be informative and interesting, especially the parts that relate to history and everyday life!"*

– Mr. Ferdinand Karl, DBS Bank Ltd, Singapore.  
[Class of May 2012]

*"The seminar is interactive! Facilitators are able to share insights and views of the financial market opportunities!"*

– Mr. Raymond Chew Yon Chuang, DBS Bank Ltd, Singapore.  
[Class of April 2013]

*"Facilitators are friendly and humble and I felt comfortable throughout the seminar. Their passion for the market has sustained my interest in learning and not fall asleep during the seminar and they have made the learning process simple to understand, especially for Jeff, he shared his own personal experience and view about life and market which we are able to benefit from it. Hope to attend more of such seminars!"*

– Ms. Sim Pey Lian, DBS Bank Ltd, Singapore.  
[Class of July 2013]

*"I thoroughly enjoyed the seminar, especially the morning session. It was delivered in an efficient manner, and was out of the norm or at least, wasn't anything like what I had expected. Overall, it was a good learning experience."*

– Ms. Sarah Fong Pei-Yuen, DBS Bank Ltd, Singapore.  
[Class of May 2016]

*"Very interesting seminar to attend and learnt "always be prepared!""*

– Ms. Joyce Tan Suat Guat, DBS Bank Ltd, Singapore.  
[Class of May 2016]

*"Good insights, up-to-date info on market! Used practical references."*

– Mr. Chan Ing Leong Vincent, Canon Singapore Pte Ltd, Singapore.  
[Class of March 2018]

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## *Highlights*

- Overview of the financial services industry
- Discussion on the financial system in Singapore
- Understand the financial regulation and the role of central bank
- Know the inter-relationship between different business segments within a bank
- Be updated on the trends facing the financial services industry
- Be acquainted with the principles of controlling a bank's lending activities

## Seminar Facilitators

**Mr. Adam K. K. Wong**, B.Acc, FCPA, Certified Professional Trainer

**Dr. Jeffrey C. K. Lim**, Ph.D., C.Sci., C.Math., FIMA, FCPS, FRM, PRM, B.Fel.

## Seminar Duration

1 Day, 9:00am to 5:00pm

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## Seminar Background

An intensive introductory programme for entry level officers to be introduced to the financial services industry.

This is an excellent introductory programme for entry level officers to have an overview of the financial services industry. It will also provide participants with an understanding of the general principles of corporate banking functions and regulations surrounding corporate banking products.

## Seminar Content

- **Generic Understanding of the Financial Industry**
- **Impact of Economic and Political Climate on the Financial Industry**
- **Overview of the Singapore Financial System**
  - Major Players and Participants
    - Types and Functions of Financial Institutions
      - Commercial Banks
      - Merchant Banks
      - Finance Companies
      - Insurance
      - Pension System
      - Asset Management
    - Others
      - Money Brokers
      - Money Changers
      - Financial Advisors
      - Securities & Futures
    - Financial Institution Directory
  - Performance of the Banking Sector
    - Profitability of Banks
    - Components of Profit
    - NPL Levels
    - Capital Adequacy
    - Growth in Loan Demand
  - Overview of the Financial System in Singapore
    - Foreign Exchange Market
    - Money and Bond Market
    - Equity and Derivatives Markets
  - Overview of the Payment System
    - MEPS
    - NETS
    - GIRO
    - Cheque Truncation System

- **Legislative And Regulatory Structure Governing the Financial Services Industry**
  - Central Banking And Regulatory Framework
  - Objective Of Supervision
  - Principles of Supervision
  - Supervisory Framework
  - Regulatory Overview
  - Financial Advisers
  - Role of Government in Taxation
  
- **Inter-relationship between Different Business Segments within the Bank**
  - Consumer Bank
  - Corporate Bank
  - Commercial Bank
  - Investment Bank
  - Treasury
  - Performance inter-linkages
  
- **Trends in the Financial Services Industry**
  - Global perspective
  
- **General Principles of Corporate Banking**
  
- **Corporate Banking Products Applicable To The Industry**
  
- **Industry Practices / Guidelines Relating To Key Corporate Banking Products**
  - Loans
  - Trade Finance
  - Treasury
  
- **Loan Organisation Structure**
  - Loan Units
  - Credit Department
  - Collateral Department
  - Loan Committees
  
- **Loan Policy Formulation**
  - Purpose of Loan Policies
  - Highlight of Key Areas in the Policy Document

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## Benefits of Attendance

Upon completion of this programme, participants will:

- Acquire a generic understanding of the financial services industry
- Know the general principles of corporate banking functions
- Be aware of the regulations surrounding corporate banking products

## Who should attend?

Credit and financial analysts, portfolio managers, credit officers, corporate bankers, commercial bankers, risk managers and analysts.

## Seminar Facilitators

**Mr. Adam K. K. Wong** is a Business Domain Expert Facilitator with PI ETA Consulting Company. He is also an adjudicator of the Financial Industry Disputes Resolution Centre in Singapore.

Prior to his current appointments, he was a General Manager with Standard Chartered Bank and other international banks with 22 years of successful track record in Cash Management, eCommerce, Corporate Banking and Trade Finance and Small & Medium Enterprises. Having strong strategic orientation and regional exposure in South East Asia and Hong Kong, he is credited with significantly growing global banks' SME assets by 450% and net profit by 140% over a 3-year period in Singapore. He also started a new cash management business for a leading bank in Asia and grew it to a multi-billion business annually.

Adam is a very experienced trainer who has a gift of making complicated subjects simple. He has conducted numerous workshops for banks in Singapore, Hong Kong, Shanghai, Taiwan, Bahrain, Sri Lanka, Vietnam, Indonesia, Malaysia, and Pakistan with consistently good appraisals. He is one of the few successful developers of training programmes accredited under the Institute of Banking and Finance Standards

Mr. Wong is a Fellow Chartered Accountant (Singapore) and a Fellow Certified Public Accountant (Australia). He is also a Certified Credit Risk Management professional, a Certified Professional Trainer and member of the Singapore Institute of Directors.

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**Dr. Jeffrey C. K. Lim**, certified Financial Risk Manager (FRM<sup>1</sup>) and certified Professional Risk Manager (PRM<sup>2</sup>), is currently the Managing Director of PI ETA Consulting Company, a Treasury & Financial Risk Management Consulting Company.

A Chartered Scientist (C.Sci.<sup>3</sup>), a Chartered Mathematician (C.Math.<sup>4</sup>) and an elected Fellow of the Institute of Mathematics and Its Applications (IMA), U.K. (FIMA), Jeff earned his Ph.D. in Stochastic Financial Modeling from the University of Cambridge in England. Jeff's research interest at Cambridge was in the area of Arbitrage Opportunities occurring in the Mispricing of Financial Options, and his original research culminated in the publication of his doctoral dissertation entitled: "Multi-period Mean-Variance Option Portfolio Strategies".

Jeff was an authorized Securities & Financial Derivatives Representative in London, having been certified by The Securities and Futures Authority (SFA) in England, where he started his career as a Derivatives Analyst with Nomura International in London, England. He subsequently joined NatWest Markets from London, England to become its Head of Currency Structured Products for South and South-East Asia. Jeff then moved to American Express Bank to become its Director of Structured Products, prior to assuming his current position.

Jeff has also contributed to the development and enhancement of talent and infrastructure for Singapore's financial center as a guest Professor at the National University of Singapore's Center for Financial Engineering, where he was responsible for the curriculum of its Master of Science degree program's core modules in Financial Derivatives and Treasury Management. In addition, Jeff has also been invited by the Nanyang Technological University and the Singapore Management University to share his expertise in a similar capacity. In recognition of Jeff's expertise and experience in the field of Treasury and Financial Risk Management, the University of New South Wales Asia appointed Jeff to be its first Adjunct Professor with the university's Division of Business and Humanities.

At PI ETA Consulting Company, Jeff was Principal Inventor in two of the Patents that the company currently holds – one in Treasury & Financial Risk Management Systems, and the other in Knowledge Management Systems.

Professionally, Jeff is a Fellow of both The Global Association of Risk Professionals (GARP), U.S.A. and The Professional Risk Managers International Association (PRMIA), U.S.A. He is also an elected Fellow of the Cambridge Philosophical Society, U.K. (FCPS) and a Life-time Member of The Cambridge Society, U.K. Jeff is also honoured to be a Fellow of The Cambridge Commonwealth Society, U.K., having been previously awarded the Cambridge Commonwealth Trust and the Shell Group of Companies Doctoral Research Scholarship.

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<sup>1</sup> The *Financial Risk Manager* (FRM) designation is awarded by The Global Association of Risk Professionals (GARP), U.S.A.

<sup>2</sup> The *Professional Risk Manager* (PRM) designation is awarded by The Professional Risk Managers International Association (PRMIA), U.S.A.

<sup>3</sup> The *Chartered Scientist* (C.Sci.) designation is awarded by The Science Council, U.K.

<sup>4</sup> The *Chartered Mathematician* (C.Math.) designation is awarded by The Institute of Mathematics and Its Applications (IMA), U.K.

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As a special recognition of Jeff's professional achievements, on 9 April 1999, Barons Who's Who conferred Jeff with the Barons Fellowship status, making him a Barons Fellow (B.Fel.). This award by their Charter, is limited to only the top 10% of those selected for publication in Barons Who's Who International.

**For more information, please contact PI ETA Engagement Resource (PEER) Group at**  
Tel: +65 634 100 10 | Fax: +65 634 100 20 | Email: [marketing@pi-eta.com](mailto:marketing@pi-eta.com) | Website: [www.pi-eta.com](http://www.pi-eta.com)