

## **Berita Harian Financial Planning Conference 2008**

### Profile of Speakers

#### Alwynn Barreto

As the Director of Pensions Asia, Prudential, Mr Barreto oversees the development of asset management services to social security and sovereign wealth funds in Asia. He also provides consulting support in the development of retail and commercial services for retirement planning and products within Prudential Asia.

Mr Barreto is a regular speaker at internal and external conferences on retirement planning, with over 10 years experience in the pension industry ranging from UK stakeholder pensions, the implementation of MPF in Hong Kong and the development of corporate and retail pension services in Asia. Mr Barreto has work experience from Europe, America, Africa and Asia and is now based in Singapore with regional responsibilities.

#### Daniel Lum

Mr Daniel Lum, Director of Marketing-Products has a degree in Actuarial Science. He has been in the Insurance Industry for about 17 years of which 14 years are with Prudential Assurance Company Singapore (Pte) Limited.

Mr Lum is part of the Prudential Team that launches a comprehensive range of investment linked products in Singapore. He has served as an actuarial and financial services consultant in Singapore and Malaysia for 3 years while the remaining 9 years lies in the marketing function. Mr Lum leads the product development and marketing function in Prudential Assurance Company.

#### Eamon Keaveny

Mr Eamon Keaveny is the Senior Product Marketing Manager (Asia Pacific including MENA) and the Vice President of Deutsche Asset Management Asia. He joined Deutsche Asset Management in March 2008 to assume the role of Head of Product Sales in the Product Marketing & Services division.

Prior to joining Deutsche Asset Management, Mr Keaveny was a portfolio manager for 3 years at UBS Global Asset Management specialising in Asia and Emerging Market Equities. Prior to UBS Global Asset Management, he was an investment consultant for 5 years at Mercer Investment Consulting, focusing on advising pension funds and corporations in relation to asset allocation strategy and manager selection.

Noor Marican

Mr Noor Mohamed Marican is a well known local lawyer from Noor Marican Associates. He has 27 years of experience in handling divorce and retirement cases involving the Malay community.

Azizi Ali

Mr Azizi Ali is the author of 24 best-selling books on personal finance which include "Millionaires are From a Different Planet!", "The Millionaire in Me", "Jutawan dari Planet Jupiter!", and the latest "Scambuster".

He has conducted workshops at Securities Commission, EPF, PNB Investment Institute, Pengurusan Danaharta Nasional Berhad, Pertubuhan Arkitek Malaysia, Prudential Assurance, Public Mutual, Takaful Nasional, Malaysia Airlines, HLA Assurance, Am Assurance, REHDA, MIEA, FIABCI, ISM, UTM, UIA, Brunei and Singapore.

Mr Ali has also written numerous articles for NST, Personal Money, Smart Investor and other publications and is a regular guest on TV3, RTM, ASTRO RIA, 8TV, News radio in Singapore, RTB in Brunei, Radio ERA as well as Radio KL. Mr Ali is a Chartered Financial Consultant (ChFC) and also holds an MBA from the University of Bath, UK.