

## Biz Supplements: AICE 2011 Part 2



### Participants flocking to an AICE 2010 session

A 2005 OECD study found that there is a great need for investor education. The study found that:

- In Australia, 67 per cent of respondents indicated that they understood the concept of compound interest, yet, when they were asked to solve a problem using the concept, only 28 per cent had a good level of understanding.
- A British survey found that consumers do not actively seek out financial information. The information they do receive is acquired by chance, for example, by picking up a pamphlet at a bank or having a chance talk with a bank employee.
- A Canadian survey found that respondents considered choosing the right investments to be more stressful than going to the dentist.
- A survey of Korean high-school students showed that they had failing scores – that is, they answered fewer than 60 per cent of the questions correctly – on tests designed to measure their ability to choose and manage a credit card, their knowledge about saving and investing for retirement, and their awareness of risk and the importance of insuring against it.
- A survey in the US found that four out of 10 American workers are not saving for retirement.

In Singapore too, retail investors also rarely display ability to understand the reasons for their investments and many also did not plan for their retirement needs.



**Mr David Gerald, founder President and CEO of SIAS, giving a talk at AICE 2010**

With the growing inflation and to ensure that your financial future is secure, it is important for Singaporeans to make informed decisions about understanding their finances and investments. AICE provides Singaporeans with the opportunity to learn about the pitfalls in investments, be updated on the latest market information and be educated on the various investment products to enhance their investment journey.

**What can investors expect at AICE?**

**Insights into successful Financial Planning**

Various experts will share the secret to financial freedom and educate you on the importance of financial planning. Learn the insights of S.M.A.R.T.E.R. investing from PIAS, the Art and Science of Financial Planning from Wisdom Capital and the importance of investing in your personal financial plan by Manulife.

Investors will also find out from Azea Personal Coaching's "Be a Cash Flow Millionaire". They will learn how to invest in the appropriate investment instruments and to grow their wealth steadily, as well as understand how leverage can help investors grow wealth and provide positive cash flows.

**Diversifying your portfolio**

Now with ETFs, investors can easily create a diversified portfolio. Investing into Gold is now easier. Get the update on Gold as a means to diversify your portfolio with the Gold ETF from State Street Global Advisors. Investors can also learn insights from institutions using ETFs to diversify cost effectively from iShares, the world's leader in ETFs.

**Market outlook updates**

Keep in touch with the latest market developments. Experts will provide insights on the developments in China, the impact of the European debt crisis on Asia, and how the Singapore market will perform. These will help you make an informed decision to secure your financial future.

**Trading strategies**

Gain successful insights into trading various financial instruments. Expect sessions on an introduction to trading FX with OANDA, how to trade FX safely with Thomas the Coach, and how you can make trading a professional career, presented by one of Singapore's top traders and the President of the Association of Financial and Commodity Traders (AFACT).

Investors will also learn about value investing with Mind Kinesis' Value Investing Programme – modelled after The Warren Buffett Way, which has been proven across decades to work – Singapore's first programme to be recommended by Mary Buffett.

### **Financial Health Check and Physical Health Check**

Besides learning how to invest and where to invest, you can also have your financial health check as well as physical health check.

### **Win Prizes**

What's more, you can also learn and win S\$10,000 cash and many other valuable prizes.

### **Asian Investment Conference and Exhibition (AICE) 2011**

Date: 23-24 July 2011

Venue: Hall 404, Suntec International Convention & Exhibition Centre, Singapore

Organiser: SIAS

Admission: Free

With over 40 exhibitors and 50 seminars to help you grow your investments, AICE 2011 is not to be missed! For more information and the conference schedule, please visit [www.asianinvestment.com.sg](http://www.asianinvestment.com.sg).