

## NEWS FLASH

Hong Kong, 9 October 2012

### **SOCIETE GENERALE PRIVATE BANKING IS PARTNER OF THE ASIA PACIFIC FAMILY OFFICE CONFERENCE HELD IN HONG KONG IN OCTOBER 2012**

Societe Generale Private Banking will be a partner of "The Asia Pacific Family Office Conference" organised by Campden Conferences on 9 and 10 October 2012 in Hong Kong.

The conference is the tenth private meeting organised for family principals and family office executives to discuss issues critical to the Asian family office sphere.

The theme of the conference will be "Safeguarding prosperity: the sophistication of the family office".

Olivier Gougeon, Regional CEO, Asia Pacific at Societe Generale Private Banking, will participate in the opening panel discussion to address the topic of "Growing into Maturing" where he will share his views on the increasing maturity of the region and how tailor-made strategies and services offered by private banks can respond to the objectives of evolving and sophisticated family office structures.

Since its establishment in 1998 in Asia, Societe Generale Private Banking has become a leading player in the Asian wealth management industry. Going forward, the private bank intends to continue its growth in the region, providing tailored wealth management services to meet the needs of high net worth individuals.

For more information: please click on [www.campdenconferences.com](http://www.campdenconferences.com)

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## **Societe Generale**

Societe Generale is one of the largest European financial services groups. Based on a diversified universal banking model, the Group combines financial solidity with a strategy of sustainable growth, and aims to be the reference for relationship banking, recognised on its markets, close to clients, chosen for the quality and commitment of its teams.

Around 160,000 employees, based in 77 countries, accompany more than 33 million clients throughout the world on a daily basis. Societe Generale' teams offer advice and services to individual, corporate and institutional customers in three core businesses:

- Retail banking in France with the Societe Generale branch network, Credit du Nord and Boursorama
- International retail banking, with a presence in Central and Eastern Europe and Russia, in the Mediterranean basin, in Sub-Saharan Africa, in Asia and in the French Overseas Territories
- Corporate and investment banking with a global expertise in investment banking, financing and global markets.

Societe Generale is also a significant player in specialised financing and insurance, private banking, asset management and securities services.

Societe Generale is included in the socially-responsible investment indices FTSE4Good and ASPI.

For more information, you can follow us on twitter @societegenerale or visit our website [www.societegenerale.com](http://www.societegenerale.com).

## **Societe Generale Private Banking**

Societe Generale Private Banking, the wealth management arm of Societe Generale, is one of the leading private banks worldwide, with EUR 85.6 billion of assets under management at the end of June 2012.

With 2,600 staff in 18 countries across the globe, Societe Generale Private Banking offers wealth management solutions to entrepreneurs and High Net Worth Individuals with financial assets in excess of one million euros.

The expertise of its private banking teams in wealth planning, investment advisory and financing solutions regularly receives awards. In 2012 Societe Generale Private Banking was awarded for the 8<sup>th</sup> consecutive year 'Best Private Bank in Western Europe for its offer in Structured Products' (Euromoney), and for the 2<sup>nd</sup> consecutive year 'Best Private Bank in the Middle East' (Banker Middle East).

In 2011 Societe Generale Private Banking was also named 'Best Private Bank in France' (Euromoney) and 'Global Wealth Manager of the Year' (Investors Chronicle/Financial Times).

[www.privatebanking.societegenerale.com](http://www.privatebanking.societegenerale.com)

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