

MEDIA RELEASE

ASIAN BANKING SCHOOL AND OCBC BANK TEAM UP TO RAISE PROFESSIONAL STANDARDS IN WEALTH MANAGEMENT

Kuala Lumpur, 25 July 2016 – The Asian Banking School (ABS) and OCBC Bank Malaysia have teamed up to raise the bar on bankers' mastery of the complexities of wealth management through a 13-module training programme that kicks off next month (August).

The unprecedented collaborative effort equips OCBC Bank's relationship managers with best-in-class wealth management knowledge both for customers as well as their own benefit through a sustainable career-defining and perspective-enhancing programme. The *ABS-OCBC Wealth Management Programme* will prominently feature insights into the trends, challenges and opportunities in the industry.

Its 12 modules will focus on increasing the Bank's relationship managers' knowledge of client advisory and the myriad wealth management instruments available today.



OCBC CEO Ong Eng Bin (2nd from left) and Asian Banking School (ABS) CEO Professor Colyn Gardner (2nd from right), together with OCBC Head of Consumer Financial Services Lim Wyson (1st from left) and ABS Director of Training Agnes Chew (1st from right), at the launch of the ABS-OCBC Wealth Management Programme held on 25 July 2016.

In addition to raising the quality of training that relationship managers receive, the *ABS-OCBC Wealth Management Programme* is expected to double the Bank's training hours for wealth management professional development.

Students of the inaugural session will graduate in January 2017.

According to OCBC Bank Chief Executive Officer Mr Ong Eng Bin, the Bank is diving deep into the learning realm in order to ensure its relationship managers are equipped with knowledge of the latest trends and industry practices, working in association with a proven collaboration partner.

"As one of the leading banks in wealth management, we know many – including customers and staff, existing and prospective – look to us to set the benchmark for training and development. This partnership with ABS is significant for being the first of its kind in Malaysia and also for the statement it makes about our quest to mould and harness the skills of our staff. This way, they will continue to deliver wealth management products and practices with a greater level of understanding, confidence and success.

"We are convinced that the sound way to do this is by way of a collaborative initiative with a renowned banking school that is backed by a highly respected and experienced team of trainers. Over the longer-term, it is our hope that our pioneering effort will pave the way for a holistic career progression among our staff that will ultimately lift the overall professional standards of wealth management practices at industry level," he said.

ABS Chief Executive Officer Professor Colyn Gardner said that the School is excited to be part of this first-of-its-kind partnership in the industry to train OCBC Bank's Relationship Managers.

"OCBC Bank is no stranger to the wealth management industry and when they approached us to discuss partnering in this training initiative, we recognised right away the commitment that they had to upskilling their staff and the great potential that a comprehensive programme like this would have in elevating the industry. OCBC Bank already has a robust programme that does the job fairly well. We simply built on the foundations of the existing programme, enhanced the content and updated the training methodology to bring the Bank even closer to the cutting edge of best practices in global wealth management practices," he said.

On the programme itself, Prof Gardner said it adopts an interactive approach to sharing practical experience and knowledge, placing emphasis on topical case studies and best market practices.

"By designing a programme linked to current issues, we are able to explain key elements of the wealth management portfolio that would be of significance to the participants," he added.

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About the Asian Banking School (ABS)

ABS is the industry provider of premium professional certification and capability development programmes. Dedicated to developing talent, it specializes in professional banking education and serves as a channel for intellectual content and thought leadership for the banking sector.

As one of the industry's preferred partners in learning and development, ABS offers industry relevant training programmes that cover a comprehensive list of banking areas and are designed and developed by our Specialist Training Consultancy Team or in collaboration with strategic learning partners that includes some of the top business schools in the world. It provides specialised consulting services and tailored learning solutions to meet the specific needs of our clients; as well as executive education offerings.

ABS works closely with the Asian Institute of Chartered Bankers in raising competency standards for the banking industry through the delivery of training classes for professional qualifications developed and awarded by the professional body.

ABS also plays a significant role in enriching the talent pipeline for the financial services sector through the industry recognised Financial Sector Talent Enrichment Programme (FSTEP).

About OCBC Bank

OCBC Bank is the longest established Singapore bank, formed in 1932 from the merger of three local banks, the oldest of which was founded in 1912. It is now the second largest financial services group in Southeast Asia by assets and one of the world's most highly-rated banks, with an Aa1 rating from Moody's. Recognised for its financial strength and stability, OCBC Bank has been ranked Asean's strongest bank and among the world's five strongest banks by Bloomberg Markets for five consecutive years since the ranking's inception in 2011.

OCBC Bank and its subsidiaries offer a broad array of commercial banking, specialist financial and wealth management services, ranging from consumer, corporate, investment, private and transaction banking to treasury, insurance, asset management and stockbroking services.

OCBC Bank's key markets are Singapore, Malaysia, Indonesia and Greater China. It has over 610 branches and representative offices in 18 countries and regions. These include the more than 330 branches and offices in Indonesia under subsidiary Bank OCBC NISP, and more than 110 branches and offices in Hong Kong, China and Macau under OCBC Wing Hang.

OCBC Bank's private banking services are provided by its wholly-owned subsidiary Bank of Singapore, which operates on a unique open-architecture product platform to source for the best-in-class products to meet its clients' goals.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the oldest and most established life insurance group in Singapore and Malaysia. Its asset management subsidiary, Lion Global Investors, is one of the largest private sector asset management companies in Southeast Asia.

OCBC Bank offers Islamic banking products and services in Malaysia through its wholly-owned subsidiary, OCBC Al-Amin Bank Berhad.

For more information, please visit www.ocbc.com.my
