

# The Asia Pacific Family Investment Conference

*Organiser: Campden Wealth*

## How Asian Chinese Families look at the Rate of Return when investing

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## Background of Wen Ken



- ✓ Wen Ken was founded by Fu & Chan in 1937.
- ✓ Faced cash flow problems: invited Foo to invest as a silent partner
- ✓ Needed sales expertise: invited Chong to join as the 4<sup>th</sup> partner
- ✓ Fu, Chan & Foo were Fujian *Hakka*; Chong was Guangdong *Hakka*
- ✓ Shares are held by G2 & G3, and the group is helmed by three G3

## Fujian Tulou (福建土楼)



Fortress-like self-sustaining communities, complete with food storage, space for livestock, living quarters, armouries and more. Qualities of self-sufficiency reflected in the way they did business.

# Romance of the Three Kingdoms (三国演义 San Guo Yan Yi) a Chinese Classical Novel



- ✓ Oath of the Peach Garden (桃园三结义 Tao Yuan San Jie Yi)  
Liu Bei, Guan Yu, and Zhang Fei joined forces for a common purpose.
- ✓ Borrowing arrows with straw boats (草船借箭, Cao Chuan Jie Jian)  
Zhuge Liang utilized Cao Cao's resources to complete his task of

# Wealth Management

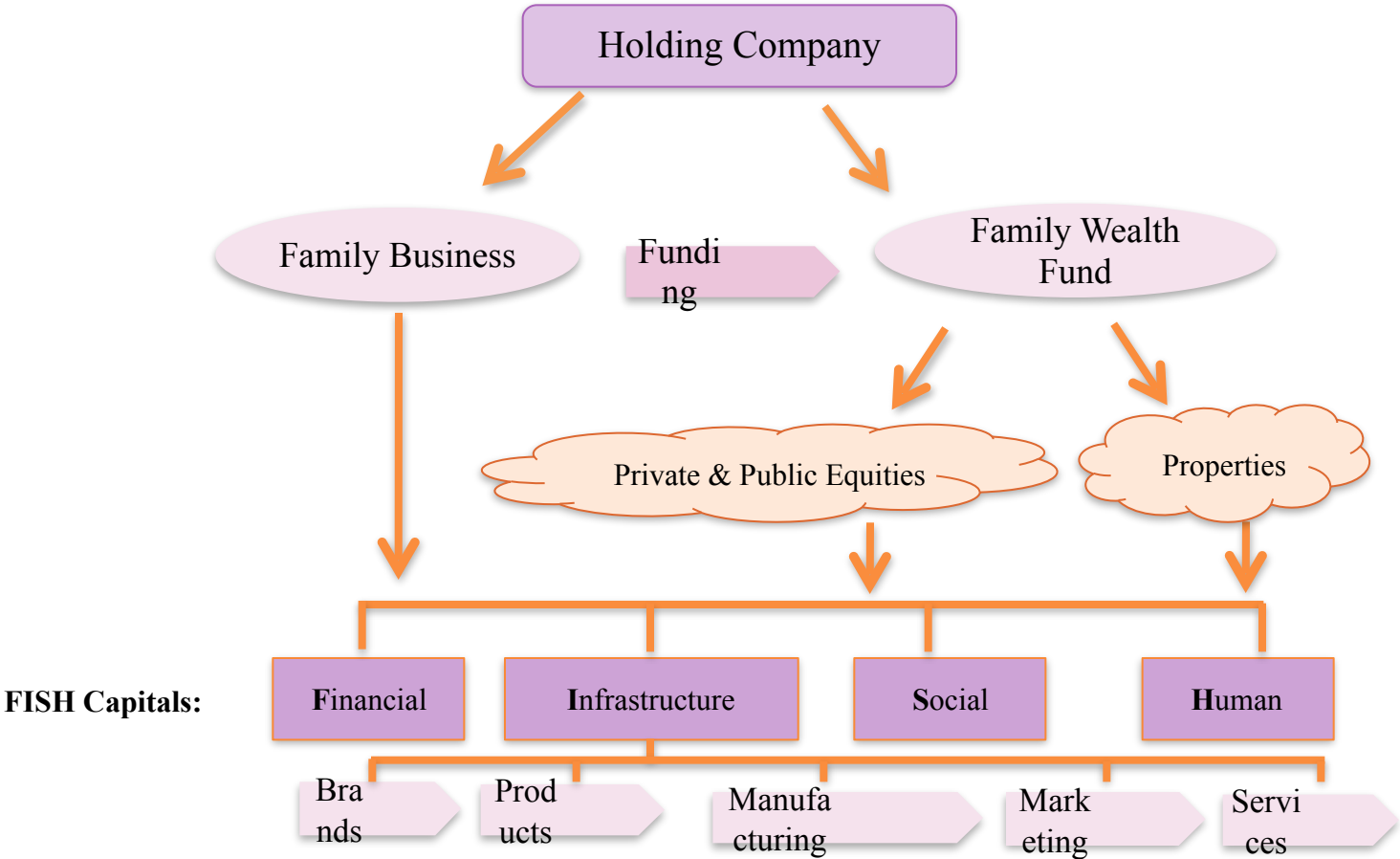
Control, Create, Invest & Protect



... at Different PARTs in Life

Preparation, Achievement, Realisation &  
Termination

# The FISH Capitals



# The RATE in Rate of Return



“Growth”  
Chinese ink on paper  
139 x 70 cm  
by Ho Sou Ping

Rate of Return starts from deal structuring

Alignment of objectives on FISH Capitals

Time in which we enjoy the process *more than the proceeds*

Emotions re-live beautiful moments that touch our hearts

# GlucosCare®



“New Beginning”  
Oil on canvas  
39 x 55 cm  
by Ho Sou Ping

- ✓ Invested in GlucosCare® - a clinically proven herbal product for diabetes & weight management
- ✓ Won the Singapore Prestige Brand Award (Regional Brand)
- ✓ To engage the entrepreneur-manager for international business
- ✓ Attainments: Financial, Infrastructure & Human Capitals



# 真真 (Zhen Zhen)



- ✓ Acquired the brand and formulations, without balance sheet items
- ✓ To preserve the heritage brand of 80 years
- ✓ Attainments: Financial, Infrastructure, Social and Human Capitals

# Artist Investment



*“Symphony of Yellow”  
Oil on canvas  
90 x 119 cm  
by Ho Sou Ping*

- ✓ Invested in Ho Sou Ping, an aerospace engineer-turned-artist
- ✓ To support the art community & charity
- ✓ Attainments: Financial & Social Capitals

[www.artcommune.com.sg](http://www.artcommune.com.sg)