

Private Banking & Family Office Summit Asia 2018

Organiser: Banyan Legacy

Brighten a Family Future with Global Wisdom –
Confession from a 3rd Generation Successor

以全球智慧闪耀家族未来 –
来自第三代接班人的自白

Cheong Wing Kiat / 张荣杰

Founder & Family Strategist

Business Concept Group

3rd Generation Business Leader (1995 – 2011)

Wen Ken Group

21th May 2018, Shanghai

Emails: cwk@bc.com.sg

Skype ID: wingkiat & WeChat 微信: CWK-BC

slides: [www.bc.com.sg /Activities](http://www.bc.com.sg/Activities)

Enterprise Family 企业家族



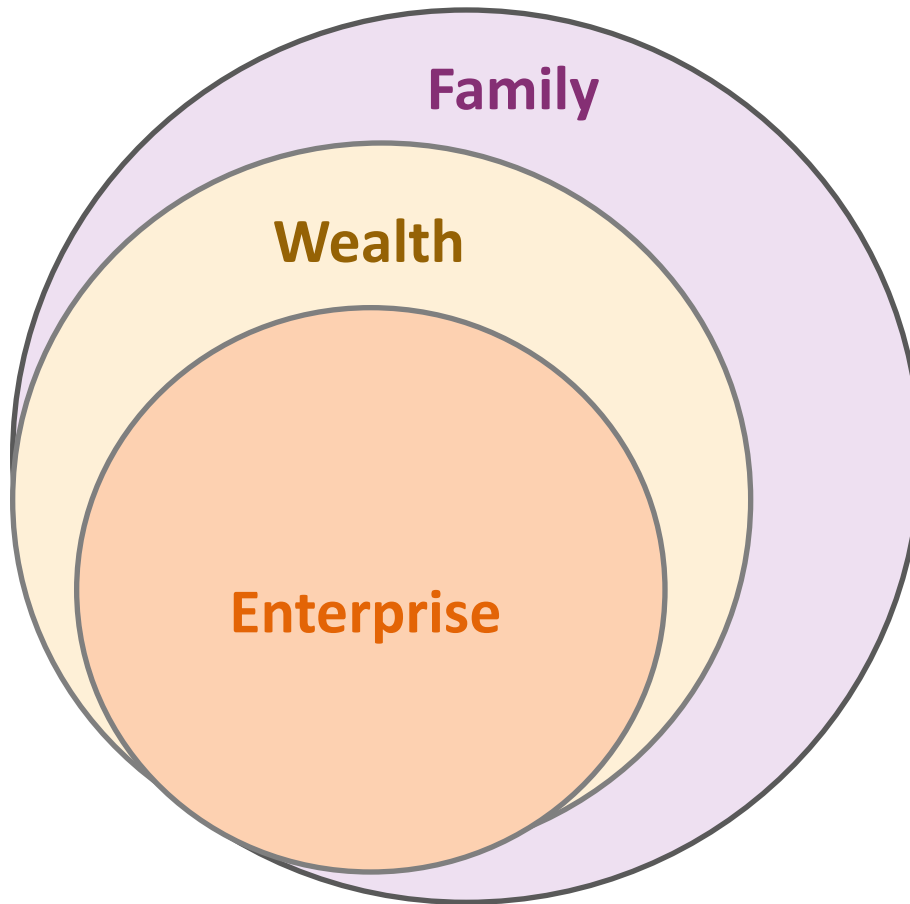
- Grandfather founded Wen Ken together with 3 friends in 1937.
- Started own Business Concept Group in 1990.
- Worked 13 years in accounting, marketing & venture capital investment before joining Wen Ken Group.
- 祖父和三位朋友一起在1937创办了永健集团。
- 1990创办自己的生意 - 商念集团。
- 加入永健之前，在会计，营销和风险投资领域工作了13年。

Family Enterprise 家族企业



- ✓ Founded in 1937, Wen Ken is a multi-family enterprise.
- ✓ 1995 – 2011, 3rd Generation leader in Wen Ken.
- ✓ 成立于1937，永健是一个多户家族企业。
- ✓ 1995 – 2011 卸任永健第三代领袖职位。

家，财富和企业



Business & Enterprise

生意与企业

Business

生

生

Shēng

*Shoot emerges
from ground*
草木破土萌发

意

意

Yì

*Voice from
the Heart*
心声

Enterprise

企

企

Qǐ

*Tiptoe to
see far*
踮起脚跟
远望

業

業

Yè

*Toil under
management*
管理下
艰辛劳作

How Enterprise Families Calculate

RATE of Return?

企业家族如何计算收益率 **(RATE)**?

- **R**eturn on Investment 投资回报
- **A**lignment of Objectives 目标对齐
- **T**ime - Personal 个人的时间
- **E**motion 情感

Salient Factors for Successful Family 成功家族的主要因素

- Vision & Mission 愿景与使命
- Structure 结构体
- Successors 继承人
- Governance 治理
- Supremacy Branding 至尊品牌

My Family Vision 我的家族愿景

Family harmony brings prosperity to everything

家和万事兴 (Jiā Hé Wàn Shì Xīng)

龠
Hé

*An ancient Chinese
musical instrument*
古代的中国 乐器

和
Hé

Balance & Order 平衡与秩序
Respect & Appreciation 尊重与欣赏
Coexistence & Cooperation 共存与合作

禾
Hé
Grain
谷类



My Family Mission

Deriving happiness in helping people.

我的家族使命 (shǐmìng)

助人为乐 (zhù rén wéi lè)

Venture Philanthropy 风险慈善事业

- Started Amber Collections Pte Ltd in 2016.
- Assisting individuals & families to create & build **Supremacy Branding** through rare gems, ambers, etc.
- Helping needy children, the poor, etc.
- 2016创办琥珀收藏私人有限公司。
- 通过稀有宝石，琥珀及其他来协助个人和家族创造**至尊品牌**。
- 帮助有需要的孩子,穷人及其他。

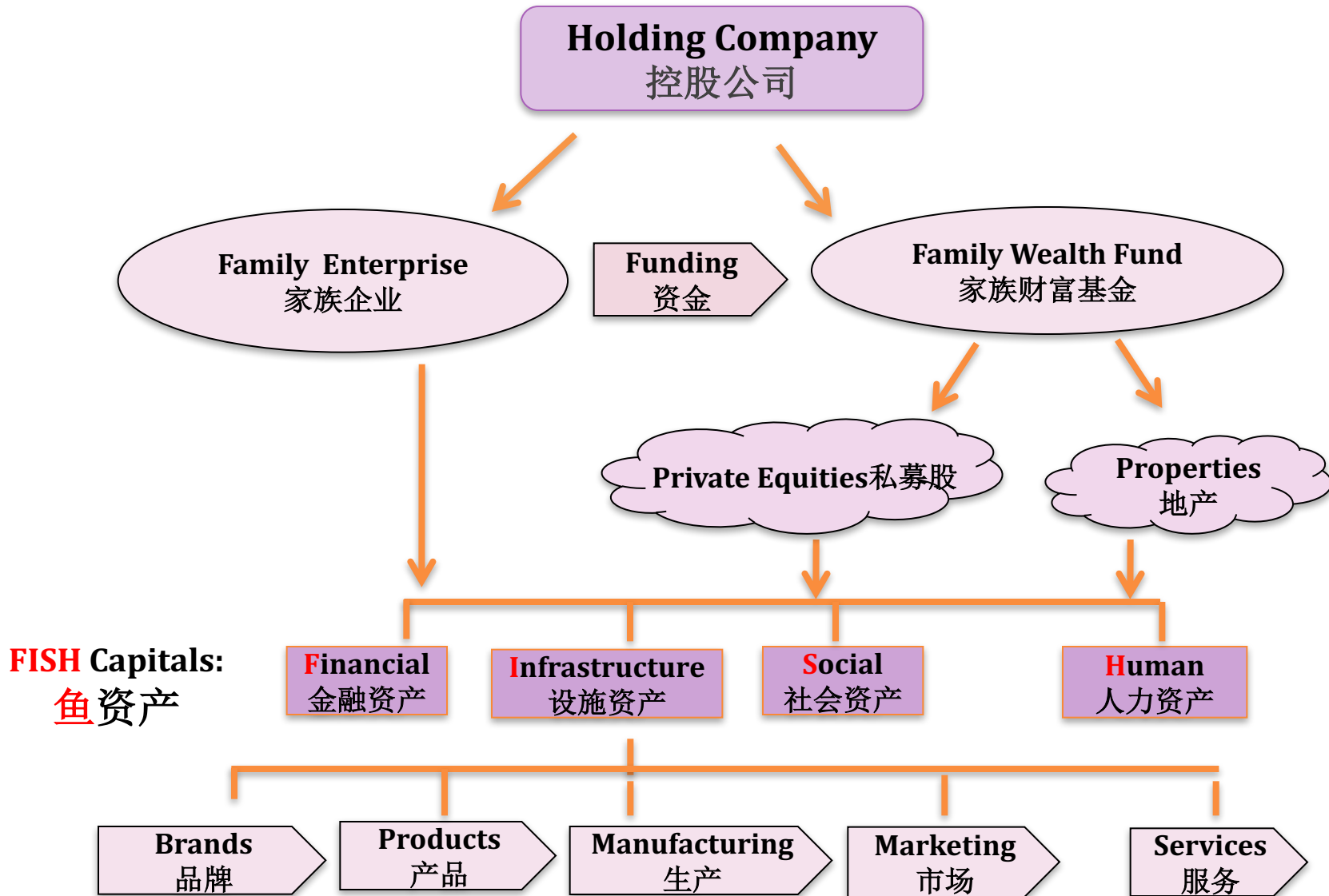
Banyan Tree Structure - 榕树结构体



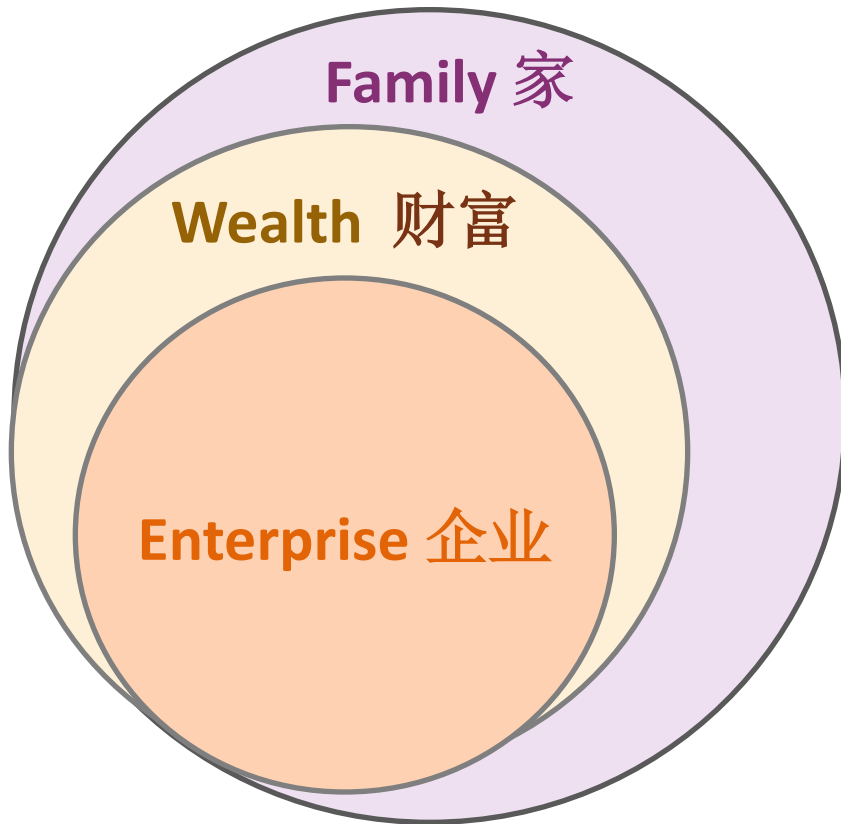
Banyan tree's structure is able to support itself even if one or two trunks fail. In effect, no trunk gets left out, for all is part of the tree, but the tree will never die for being without any one of its trunks, for it still sustains, and is sustained, by many more...

榕树通过自己稳固的根基来支撑自己,即使是一两根树干尝试接触地面失败而枯死。实际上,每一根树干都是整棵树的一部份。一棵榕树不会因为一个树干的枯死而死亡,它仍将继续生长下去,并且持续的生长出更多的树干。。。

FISH Capital Structure : 鱼资产结构体



Successors 继承人



EQ 情商

IQ 智商

SQ 市商

(SQ: Street-smart Quotient)

CQ (Cultural Quotient) 文化商

HQ (Heart Quotient) 心商

仁者无敌

Benevolent

仁 (人 + 二): 表示人人相等, 视人若己

All men are equal

Elements of Governance

治理的元素



Information
信息



Accountability, Responsibility
问责, 责任



Councils
委员会



Agreements
协议



Boundaries, Roles
界限, 角色

治理

(Zhì Lǐ)

Governance

Family

家族

圆融



管理

(Guǎn Lǐ)

Management

Enterprise

企业

公正

How to Create & Build Individual & Family's Supremacy Branding?

“When a leopard dies, it leaves its skin.
When a man dies, he leaves his name.”



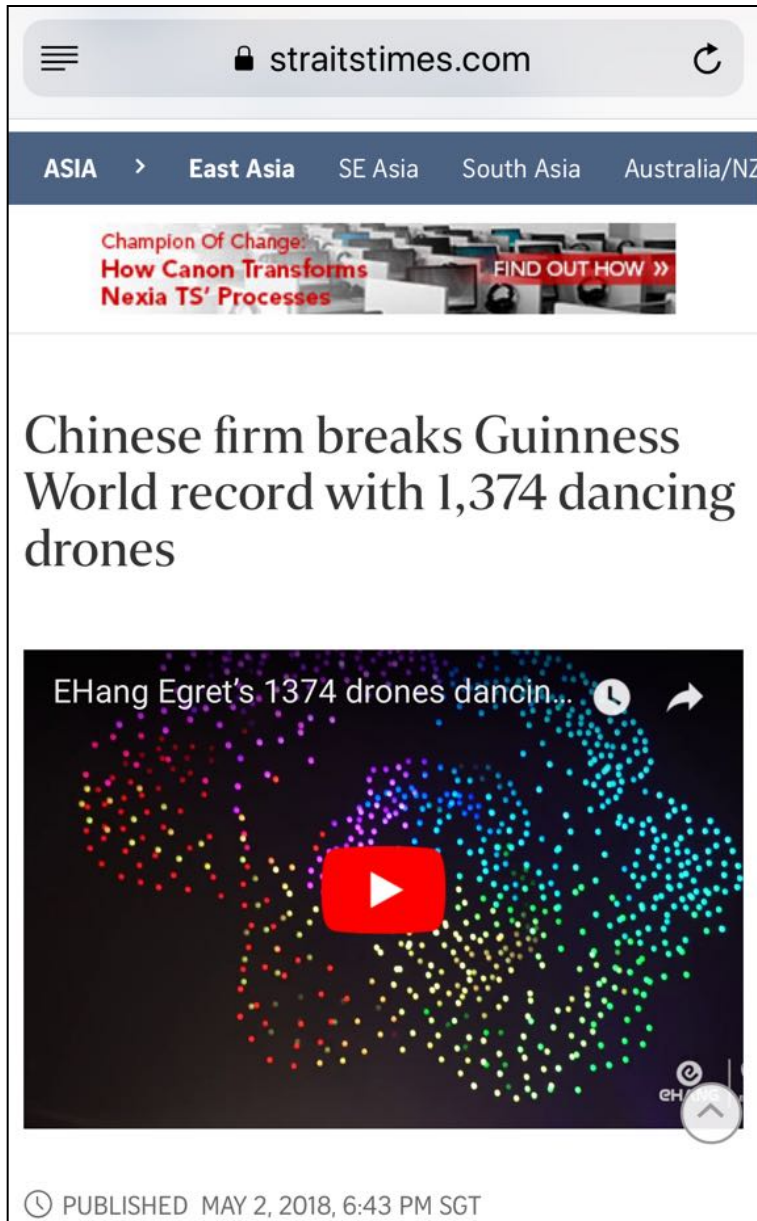
(wikipedia)

如何创建个人与家族至尊品牌？

豹死留皮，人死留名

(bào sǐ liú pí, rén sǐ liú míng)

中国亿航以1,374名无人驾驶飞机 打破吉尼斯世界纪录



The screenshot shows a web browser with the URL straitstimes.com. The navigation bar includes 'ASIA > East Asia SE Asia South Asia Australia/NZ'. A featured article banner reads 'Champion Of Change: How Canon Transforms Nexia TS' Processes' with a 'FIND OUT HOW >>' button. The main article headline is 'Chinese firm breaks Guinness World record with 1,374 dancing drones'. Below the headline is a video player with the title 'EHang Egret's 1374 drones dancin...' and a large red play button. The video player interface includes a clock icon, a share icon, and a volume icon. At the bottom left, it says 'PUBLISHED MAY 2, 2018, 6:43 PM SGT'.

Guinness World Record
Expresses
Supremacy Branding.

吉尼斯世界纪录
表达至尊品牌。





Verify this report at GIA.edu
GIA GEMOLOGICAL REPORT
IDENTIFICATION REPORT
 GIA REPORT 5283239189
 March 6, 2018

DETAILS

Shape..... Rough
 Transparency..... Transparent
 Color..... Near Colorless

RESULTS

Species..... Natural Beryl
 Variety..... Goshenite

Item Description: One rough stone
 Weight: 1.30 kilograms
 Measurements: 11.00 x 9.96 x 8.56 cm
 Comments: None



Image is approximate



reportcheck.gia.edu
 The results documented in this report refer only to the article described, and were obtained using the techniques and equipment used by GIA at the time of examination. This report is not a guarantee or obligation. For additional information and important limitations and disclaimers, please see www.gia.edu/terms or call +1 800 421 7250 or +1 760 403 4500
 ©2018 Gemological Institute of America, Inc.



THE SECURITY FEATURED IN THIS DOCUMENT, INCLUDING THE HOLOGRAM OF 2000 AND MICROPRINT OMBG, IN ADDITION TO THESE NOT LISTED, EXCEED DOCUMENT SECURITY INDUSTRY STANDARDS.

‘Mother of gemstones’ -
 Goshenite is the purest
 form in the beryl family.

It represents truth &
 transparency.

‘宝石之母’ - 白柱石 是
 绿柱石家族中最纯粹

的品种：

它代表真实和透明。

