

Private Banking & Family Office Summit Asia 2018

Organiser: Banyan Legacy

The Pursuit of Happiness & Suggestions on Family Legacy Transfer
追求幸福与家族遗产转移的建议

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Founder & Family Strategist

Business Concept Group

3rd Generation Business Leader (1995 - 2011)

Wen Ken Group

20th May 2018, Suzhou

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

Enterprise Family 企业家族



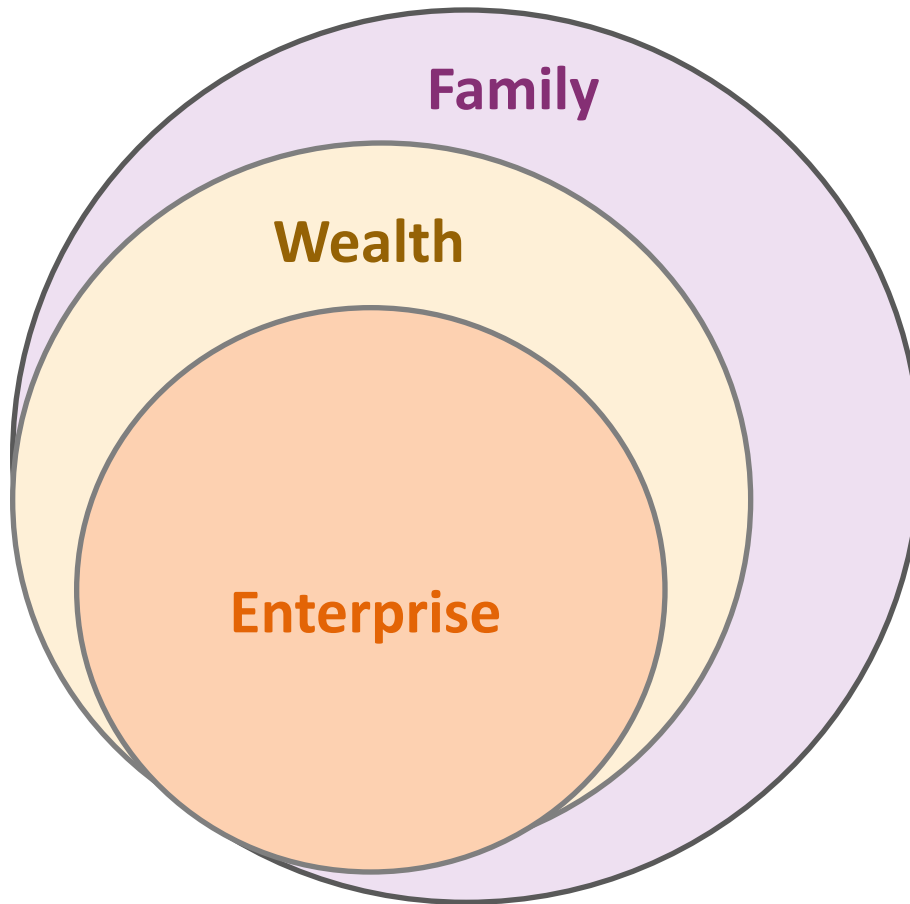
- Grandfather founded Wen Ken together with 3 friends in 1937.
- Started own Business Concept Group in 1990.
- Worked 13 years in accounting, marketing & venture capital investment before joining Wen Ken Group.
- 祖父和三位朋友一起在1937创办了永健集团。
- 1990创办自己的生意 - 商念集团。
- 加入永健之前，在会计，营销和风险投资领域工作了13年。

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

意

生

意

Shēng

Yì

*Shoot emerges
from ground*
草木破土萌发

*Voice from
the Heart*
心声

Enterprise

企

業

企

業

Qǐ

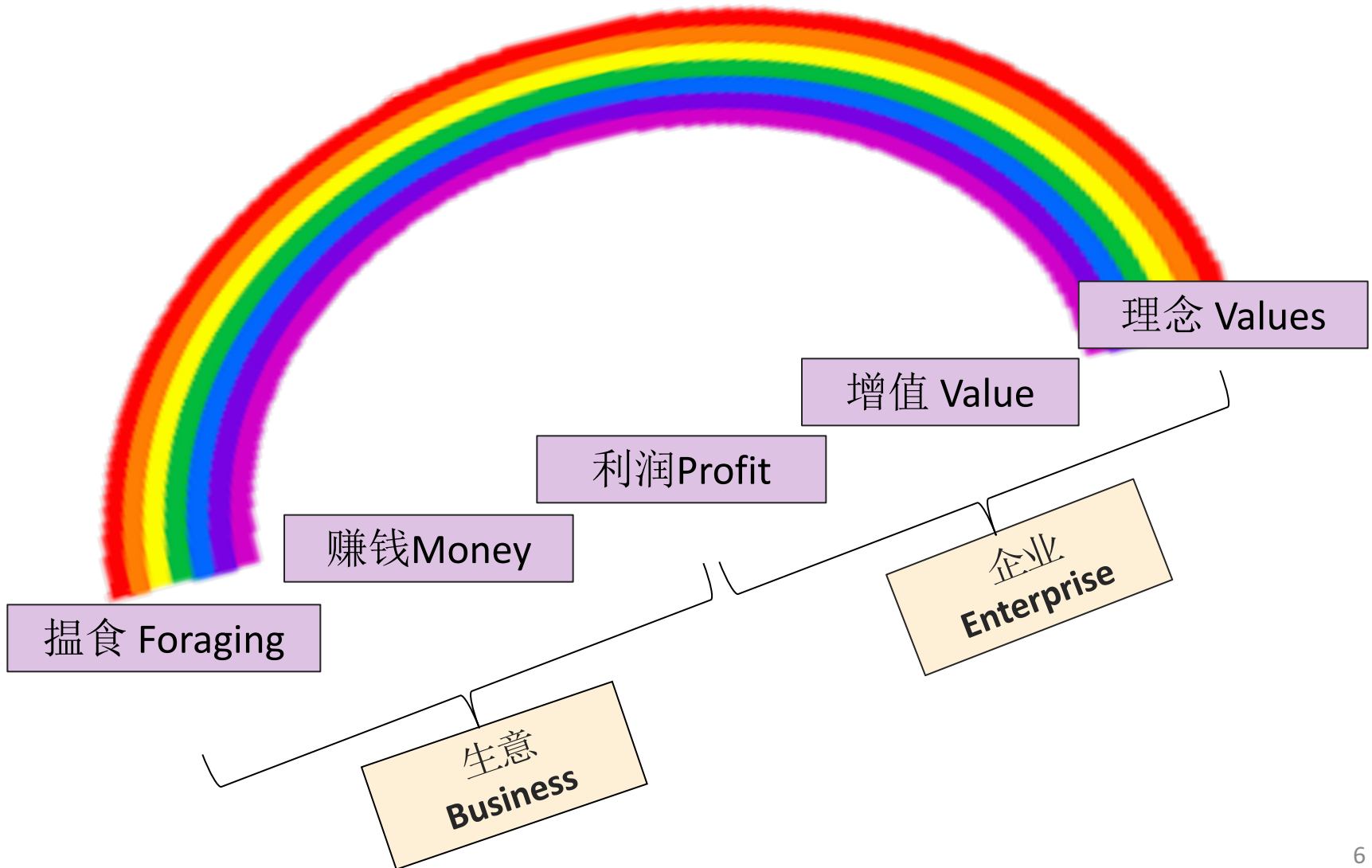
Yè

*Tiptoe to
see far*
踮起脚跟
远望

*Toil under
management*
管理下
艰辛劳作

Evolution of Family Enterprise

家族企业的演变



Meaning of Wealth

财富的含义



富

Fù

A Wine Jar under a Roof
屋檐底下放着一个酒樽

Meaning of Family



Jiā

A Roof over a Pig

一头猪在屋檐下

Family Vision

What a family wants to achieve in future.

家族未来希望实现的目标。

家族愿景 (Yuànjǐng)

愿 - 心中本来的想法、希望。

The original thought and hope in the heart.

景 - 在大亭台上看太阳。

Looking at the sun from grand pavilion.

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

Family Mission

Family's objectives & strategies to achieve them.
家族的目标和实现目标的策略。

家族使命 (shǐmìng)

使命: 官员身负重大命令。
Officials carrying out heavy orders.



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。

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.”



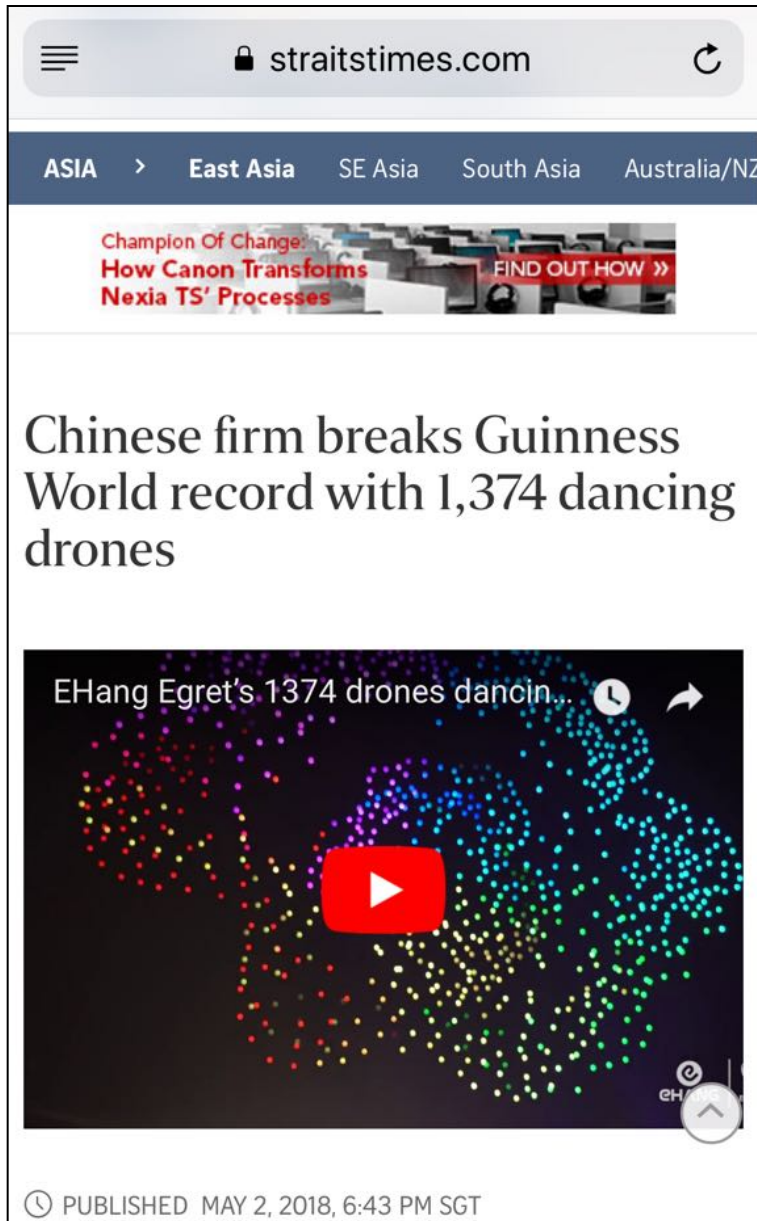
(wikipedia)

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 an 'eH' logo. 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。





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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



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‘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。

Using Guinness
World Record of
Goshenite to Create
Supremacy Branding.

通过白柱石
吉尼斯世界纪录
创建至尊品牌。

