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**2018 EMPEA Private Equity Masterclass in Hong Kong**

Thursday, 18 January 2018	
<b>10:30-11:00</b>	<b>Masterclass Registration</b>
<b>11:00</b>	<b>Opening Remarks: Shannon Stroud</b> , Vice President, EMPEA (confirmed)
<b>11:00-12:00</b>	<p><b>Learning From Experience – How Successful Fund Managers Navigate the Fundraising Cycle</b></p> <ul style="list-style-type: none"> <li>- Based on recent fundraising experience, what is the general state of the market?</li> <li>- How do managers structure their fundraising efforts from an organizational perspective?</li> <li>- What are the real costs of raising a fund? What are some strategies for making time on the road most cost-effective?</li> <li>- How can a manager make the most out of the in-person pitch? What can managers do to put their best foot forward in the diligence process?</li> <li>- What are common fundraising pitfalls and lessons learned the hard way?</li> </ul> <p><b>Faculty Firms &amp; Presenters:</b></p> <ul style="list-style-type: none"> <li>- <b>Judith Li</b>, Partner, Lilly Asia Ventures (confirmed)</li> <li>- <b>Kyle Shaw</b>, Founder and Managing Director, ShawKwei &amp; Partners (confirmed)</li> <li>- <b>Neil Brown</b>, Partner, Head of Investor Development Group, Actis (confirmed)</li> </ul> <p><b>Moderator: Shannon Stroud</b>, Vice President, EMPEA (confirmed)</p>
<b>12:00-13:30</b>	<p><b>Legal Strategies: Protecting GP Interests <u>AND</u> Maintaining Competitive and Marketable Positioning to LPs</b></p> <ul style="list-style-type: none"> <li>- What are the key elements and stages of the documentation process and how does this process work?</li> <li>- What are the latest trends in private equity terms and conditions?</li> <li>- What are industry standard terms &amp; conditions, and what areas should GPs focus on to craft ideal term sheets?</li> <li>- How should GPs show alignment of interests while still shaping profitable agreements?</li> <li>- Partnership negotiation strategies: when to be flexible and when to hold firm</li> </ul> <p><b>Faculty Firm &amp; Presenters:</b></p> <ul style="list-style-type: none"> <li>- <b>Gavin Anderson</b>, Partner, Debevoise &amp; Plimpton (confirmed)</li> <li>- <b>Andrew M. Ostrognai</b>, Partner, Debevoise &amp; Plimpton (confirmed)</li> </ul>
<b>13:30-14:30</b>	<b>Networking Lunch</b>
<b>14:30-15:30</b>	<p><b>ESG: Moving from Theory to Practice</b></p> <ul style="list-style-type: none"> <li>- Are GPs expected to have an ESG policy? Are there generally accepted principles upon which such an ESG policy should be based (e.g., IFC, Equator Principles, etc.)? Are GPs expected to have a single lead for ESG for a given fund?</li> <li>- What type of reporting do LPs expect on ESG?</li> <li>- Should ESG policies include both risk mitigation and value creation? Or is risk mitigation enough?</li> <li>- How does a firm incorporate emerging ESG risks into its process, such as diversity &amp; inclusion and cybersecurity?</li> <li>- What are the strategies and tools for ESG integration?</li> <li>- How does a firm protect against reputational risk within the ESG framework? How does a growing populism/nationalism globally impact ESG?</li> </ul> <p><b>Faculty Firm &amp; Presenters:</b></p> <ul style="list-style-type: none"> <li>- <b>Karlynn Adams</b>, Associate Director, BSR (confirmed)</li> <li>- <b>Steve Okun</b>, ASEAN Representative, EMPEA (confirmed)</li> <li>- <b>Kurt Tong</b>, U.S. Consul General to Hong Kong and Macau (confirmed)</li> <li>- <b>Shawna Kaufman</b>, Managing Director, Membership, ILPA (confirmed)</li> </ul>
<b>15:30-16:10</b>	<p><b>Global Best Practices in the Current Fundraising Climate</b></p> <ul style="list-style-type: none"> <li>- What role do placement agents play and what are the pros AND cons of working with placement agents?</li> <li>- What do placement agents do and not do, and what are the limitations in light of recent regulation?</li> <li>- What various strategies do placement agents recommend?</li> </ul>

	<ul style="list-style-type: none"> <li>- What are the various pricing models that placement agents use?</li> <li>- Who are the local and global LPs to target?</li> </ul>
<b>16:10-17:10</b>	<p><b>LP Seminar – Sourcing and Securing LP Commitments</b></p> <ul style="list-style-type: none"> <li>- Evaluating a first time fund means largely assessing the team. What complementary skill sets are you looking for?</li> <li>- How important is having operational expertise within the GP to drive value in portfolio companies?</li> <li>- What characterizes the managers with which you’ve maintained relationships across multiple fund cycles? Beyond track record, what are you looking for in your core manager relationships?</li> <li>- In adding new managers, do you prefer best in class generalists or promising managers with specialist strategies?</li> </ul> <p><b>Faculty Firms &amp; Presenters:</b></p> <ul style="list-style-type: none"> <li>- <b>Ralph Keitel</b>, Principal Investment Officer, International Finance Corporation (IFC) (confirmed)</li> <li>- <b>Leo Chiu</b>, Principal, CPP Investment Board (confirmed)</li> <li>- <b>Eric Rogan Mason</b>, Managing Director, Church Pension Fund (confirmed)</li> <li>- <b>David Pierce</b>, Managing Director &amp; Head of Asia, HQ Capital (confirmed)</li> <li>- <b>Brian Lim</b>, Partner, Pantheon (confirmed)</li> </ul> <p><b>Moderator: Rebecca Xu</b>, Co-Founder and Managing Director, Asia Alternatives and Vice Chair, EMPEA (confirmed)</p>
<b>17:10-17:30</b>	<p><b>The Perfect Pitch</b></p> <p><i>*Advanced signup is required. Space is limited.</i></p> <p>Learn how to craft the best pitch from our panel of judges as GP attendees present their two minute “elevator pitch” and gain on-the-spot feedback.</p> <ul style="list-style-type: none"> <li>- <b>Ralph Keitel</b>, Principal Investment Officer, International Finance Corporation (IFC) (confirmed)</li> <li>- <b>Leo Chiu</b>, Principal, CPP Investment Board (confirmed)</li> <li>- <b>Eric Rogan Mason</b>, Managing Director, Church Pension Fund (confirmed)</li> <li>- <b>David Pierce</b>, Managing Director &amp; Head of Asia, HQ Capital (confirmed)</li> <li>- <b>Brian Lim</b>, Partner, Pantheon (confirmed)</li> </ul>
<b>17:30</b>	<p><b>Closing Remarks: Eric Rogan Mason</b>, Chairman, Hong Kong Venture Capital and Private Equity Association (HKVCA) (confirmed)</p>
<b>17:30-19:00</b>	<p><b>Networking Reception EMPEA &amp; HKVCA Members-only reception</b></p> <p>Hosted with the generous support of Debevoise &amp; Plimpton</p>