



Asia: A Continent in Perspective

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About me

- Prospect research, since 2008
- Global prospect research, since 2013
- Global prospect research with an Asia-Pacific focus, since 2014

Why Asia?

- Tremendous wealth in the region
- Long history/tradition of philanthropic culture
- Recent large gifts from Asian donors



Challenges ...



Language families of Asia

Human Language Families	
■	Unrelated
-	Afro-Asiatic
■	Semitic
■	Mongolic
■	Tungusic
■	Turkic
■	Austro-Asiatic
■	Austroasiatic
■	Campus
■	Chukotko-Kamchatkan
■	Chuvash-Ingushian
■	Dravidian
■	Eurasio-Kauk
■	Hmong-Mien
■	Japonic (Para-Austronesian)
-	Indo-European
■	Albanian
■	Armenian
■	Germanic
■	Greek
■	Indic
■	Iranian
■	Slavic
■	Kaviteian
■	Koranic
■	Nakh (tochar)
■	Tochar
-	Sino-Tibetan
■	Sinitic
■	Tibeto-Burman
■	Uralic
■	Trans-New Guinea
-	Uralic
■	Finnic-Ugric
■	Samoyedic
■	Volgic

Language barriers

Non-transparent information

Big gap between the wealthy and the poor in most countries

Image: Wikipedia

Agenda

- Asian Names: Lost in Translation
- Geography and History
- Industry and Wealth
- Culture and Philanthropy
- Methodology: In Perspective
- Resources and Tools
- Ready for Fundraising in Asia?

Asian Names: Lost in Translation

Quiz Time!

- Where are these names from:

- China
 - India
 - Japan
 - Korea
 - Thailand
 - Vietnam
- A: ธนินท์ เชียรavanนท์ Dhanin Chearavanont 谢国民
 - B: 王健林 Wang Jian Lin
 - C: Phạm Nhật Vượng Pam Nat Vong
 - D: 이건희 Lee Kun-hee
 - E: 前澤 友作 Maezawa Yusaku
 - F: मुकेश अंबानी Mukesh Ambani
-

Asian Names: Lost in Translation

- Asian names adapt to “given name” + “surname” structure.

Original	Family Name	First Name	In Original
Korean Name	Lee	Kun-hee	이건희
Romanization	Given Name	Surname	
	Kun-hee	Lee	
	Richard	Lee	
	Richard K. (H.)	Lee	

Asian Names: Lost in Translation

- Asian names adapt to “given name” + “surname” structure.

Original	Family Name	First Name	In Original
Chinese Name	Wong	Siew Jin	黃秀珍
Romanization	Given Name	Surname	
	Siew Jin	Wong	
	Sally	Wong	
	Sally S. (J.)	Wong	

Asian Names: Lost in Translation

- Romanization led to various spellings.

Original			
陈/陳	Chen	Chan	Tan
黄/黃	Huang	Hwang	Wong
구광모	Koo Kwang-mo	Koo Gwang-mo	
이봉성	Lee Bong-sung	Lee Bong-soeng	

Asian Names: Lost in Translation

- Names in different structures/patterns.

	Given Name	(son/daughter of)	Father's Given Name
Malay Name	Jamil	(bin)	Abdulah
His son	Faisal	(bin)	Jamil
His grand-daughter	Fatimah	(bint)	Faisal
	Father's Given Name		Given Name
Tamil Name	Ramanathan		Nandakumar
His son	Nandakumar		Palasubramaniam
His grand-daughter	Palasubramaniam		Renuka

Asian Names: Lost in Translation

- Suggested database solutions.

Given Name	Middle Name	Surname	Preferred Name	In Original
Kun-hee		Lee	Richard	이건희
Siew Jin		Wong	Sally	黃秀珍
Yusaku		Maezawa		前澤 友作
Nhat Vuong		Pham		Phạm Nhật Vượng
Faisal		Jamil		

Asian Names: Lost in Translation

- How to address Asian people properly?

- **Age and social status are important.**
- **Using a name they prefer, whether English or their own language.**
- **Accept what they are comfortable to address you.**
- **Do not assume, ask first.**

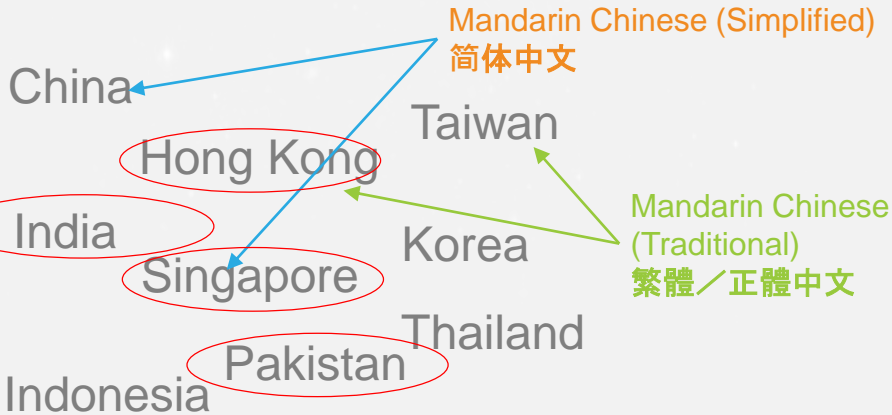
Asian Names: Lost in Translation

- ***Success with Asian Names:
A Practical Guide for Business and Everyday Life***
By Fiona Swee-Lin Price
Nicholas Brealey Publishing, 2007

Geography and History

Quiz Time!

- Which countries/regions in Asia use English as (one of) official language(s):



Geography and History



- **Asia** is the largest and most populous continent in the world, sharing borders with **Europe** and **Africa** to its west, **Oceania** to its south, and **North America** to its east.

Image: Wikimedia Commons

Geography and History

- East Asia
 - China
 - Japan
 - Korea
 - Others



Image: noisebreak, seoulweb, nbbj, wikipedia

Geography and History

- South Asia
 - Bangladesh
 - Bhutan
 - India
 - Maldives
 - Nepal
 - Pakistan
 - Sri Lanka



Image: Maps of India

Geography and History

- Southeast Asia
 - Brunei
 - Cambodia
 - Indonesia
 - Laos
 - Malaysia
 - Myanmar (or Burma)
 - Philippines
 - Singapore
 - Thailand
 - East Timor (or Timor-Leste)
 - Vietnam



Image: Wikimedia Commons

Geography and History

- Greater China
 - Mainland China (People's Republic of China, est. 1949)
 - Taiwan (Republic of China, est. 1912)
 - Hong Kong (S.A.R. since 1997)
 - Macau (S.A.R. since 1999)

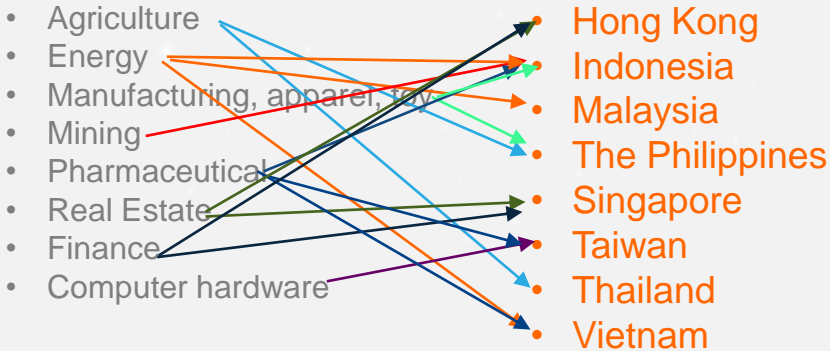


Image: Wikimedia Commons

Industry and Wealth

Quiz Time!

- Pairing countries/regions and their pillar industries:



Industry and Wealth

- Traditional Wealth Industries

- Agriculture
- Finance
- Manufacturing
- Real Estate
- Services



Industry and Wealth

- New and Future: Tech and Entrepreneurship



netmarble

Paktor



mobike



Industry and Wealth

- Growing Wealth in Asia

2017
Accounts for 40%
of the global
economy

By 2019
World's
wealthiest
region

By 2020
Contributes to
2/3 of
worldwide
growth

Source: BCG Global Wealth Market-Sizing Database, 2017

Culture and Philanthropy

- Family Value
- Religious Influence
- Tax Incentives



Culture and Philanthropy

- Next generation Asian philanthropists
 - Inter-generational Wealth Transfer
 - Different Approaches to Philanthropy
 - Varied Interests and Sectors
 - New Trends



Culture and Philanthropy

- Asian Philanthropists

The image is a screenshot of a webpage. At the top left, there is a logo for 'Coatts' with a small icon. To the right, the main title reads 'Asia's 2017 Heroes Of Philanthropy'. Below the title, there is a photograph of a man and a woman standing together. To the left of the photo, there is a red box with white Chinese characters '胡潤百富' and the English text 'HURUN RICH LIST'. Below the photo, there is a navigation menu with tabs for 'Global', 'HURUN', 'INDIA', and 'Charity', where 'Charity' is highlighted in red. Below the menu, there is a red square icon with the text '2016 HURUN CHARITY LIST' and '慈善榜'. At the bottom left, there is a 'Year' dropdown menu.

Coatts

Asia's 2017 Heroes Of Philanthropy

HONG KONG
Family philanthropy

胡潤百富
HURUN RICH LIST

HURUN RICH LIST

Global HURUN INDIA **Charity**

2016 HURUN CHARITY LIST
慈善榜

Year

Methodology: in Perspective

Common Sense

Context



Methodology: in Perspective

- Common Sense

- Compensation and Stockholdings
- Real Estate
- Other Wealth Indicators
- Giving Records



Methodology: in Perspective

- Context: Private Sector

- Different Pay Structures and Benefits
- Different Regulations and Disclosure Requirements
- Japanese CEOs' average compensation is **1/6** as much as American CEOs.
- Korean CEOs' average compensation is **1/4** as much as American CEOs.









Methodology: in Perspective

- Context: Public Sector

- Singapore Prime Minister = **\$2,200,000**

- Hong Kong Chief Executive = **\$637,025**

- Japan Prime Minister = **\$203,000**

- South Korean President = **\$210,000**

- Indian Prime Minister = **\$90,000**

- Chinese President = **\$24,000**

- U. S. President = **\$400,000**

+

\$50,000 expense allowance, **\$100,000** travel account, **\$19,000** entertainment

Methodology: in Perspective

- Context: Cost of Living

	The World out of 290	Asia out of 29
New York City	4th	
Hong Kong	13th	1st
Tokyo	14th	2nd
Singapore	24th	3rd
Seoul	97th	4th
Shanghai	140th	5th
Mumbai	253rd	14th

Source: Expatistan: Data and tools for international living

Methodology: in Perspective

- Step by step
- **Prospects** vs. **Non-prospects**
- **Annual Fund** vs. **Major Gift**
- Create Your Own Capacity Formula



Methodology: In Perspective

- Wealthy Neighborhoods in Asia's Metropolitans.

City	Wealthy Neighborhoods
Hong Kong	<u>Pok Fu Lam</u> : Baguio Villa/Bisney Terrace/ Regent Palisades/Residence Bel-Air/Victoria Garden; <u>Happy Valley</u> : Beverly Hill/Highcliff/Leighton Hill; <u>Hung Hom</u> : Whampoa Garden/Laguna Verde/Royal Peninsula; <u>Tai Po</u> : The Beverly Hills <u>Yuen Long</u> : Palm Springs/Fairview Park
Mumbai (Bombay)	<u>Altamount Road</u> : Antilia/Lodha Altamount; <u>Pali Hill</u> : Puja Casa <u>Mumbai Apt.</u> ; <u>Pedder Road</u> / <u>Marine Drive</u> / <u>Nariman Point</u> ; <u>Ahuja Towers</u> / <u>The Imperial Towers</u> / <u>Oberoi Esquire Towers</u>
Seoul	<u>Gangnam District</u> : Apgujeong-dong: Hyundai Apt. Complex/Hanyang Apt.; Cheongdam-dong: Gangnam/Dongyang Paragon Apt; Samseong-dong: I-Park; <u>Seocho District</u> : Banpo-dong; Seocho-dong; Yangjae-dong

Methodology: In Perspective

- Wealthy Neighborhoods in Asia's Metropolitans.

City	Wealthy Neighborhoods
Singapore	Bukit Timah/Newton/Tanglin/Leedon Park; The Marina/Beach Road/South Keppel; Orchard Road/Emerald Hill; Sentosa Cove/ Woodland Ardmore Park; Hamilton Scotts; Le Nouvel Ardmore; The Marq;
Taipei	<u>Da'an District: Ren Ai Road Dibao</u> ; <u>Xinyi District: Taipei 101</u> ; <u>Shilin District</u> ; <u>Songshan District</u> ; <u>Zhongzheng District: Ming Shui Road</u>
Tokyo	<u>Minato/Azabu</u> ; <u>Meguro</u> ; <u>Setagaya/Futako-Tamagawa</u>

Methodology: In Perspective

- Expensive/Elite Private Boarding Schools in Asia

City	Private Schools
Hong Kong	The Harbour School, HK Intl School, HK Academy, Kingston Intl School, Yew Chung HK Intl School
Seoul	Ewha Girls' Foreign Language High School, Seoul Foreign Language High School
Shanghai	Dulwich College SH, Harrow Intl School, SH American School, Wellington College Intl SH
Singapore	Anglo-Chinese School, United World College of Southeast Asia, Singapore American School
Taipei	Fuhsing Private School, Taipei American School

Methodology: In Perspective

- Premier Clubs in Asia's Metropolitans

City	Premier Clubs
Beijing	Beijing American Club, Chang An Club
Hong Kong	Aberdeen Boat Club, HK Jockey Club, Royal HK Yacht Club
Jakarta	The American Club, Jakarta
Kuala Lumpur	The Royal Langkawi Yacht Club
Shanghai	Ambassay Club Shanghai
Singapore	The British Club, One 15 Marina Club for Yachts, The Tanling Club


Methodology: in Perspective

- Case Study 1:
 - Nicole Shuk Kam Yuen
 - Business woman
 - Finance
 - Seems to be important



Methodology: in Perspective

- Case Study 1:
 - Bio Information ([Webb-site Who's Who](#), Google)



Webb-site Who's Who
(Database)

Yuen, Nicole Shuk Kwan 袁淑華

organisation	Position	From	Until	Total Return	CAGR total return (return_per)
1. (HONG KONG) Limited (HONG KONG)	Limited Vice (C, HK)				
2. (HONG KONG) Disciplinary Panel A	Member	2012-02-01	2010-02-01		
3. (HONG KONG) Statutory Advisory Board	Member	2010-08-01	2010-08-01		
4. (HONG KONG) Process Review Panel	Member	2012-11-01	2017-12-01		
5. (HONG KONG) Review Panel	Member	2014-11-01	2019-12-01		



袁淑華 - 律師 (Nicole Shuk Kwan Yuen)

袁淑華的個人檔案 Facebook

袁淑華的個人檔案 Facebook

袁淑華的個人檔案 Facebook

Methodology: in Perspective

- Case Study 2:
Apartment 37D,
OUE Twin Peaks
33 Leonie Hill Road
Singapore, 239197



Methodology: in Perspective

- Case Study 2:
 - Real Estate Evaluation (www.propertyguru.com)

3-bedroom, 4-bathroom unit
Asking for S\$4,415,350 (~\$3,178,340)

One-bedroom, one-bathroom unit
Asking for S\$1,775,810 (~\$1,278,297)

The screenshot shows the PropertyGuru website interface. At the top, there is a navigation bar with the PropertyGuru logo and a search bar. Below the search bar, there are filters for 'Sale', 'Residential', and 'Out/In/PSA'. The main content area displays a list of properties for sale in Singapore, specifically in Orchard / River Valley, at GLE Twin Peaks. The first listing is a 3-bedroom, 4-bathroom unit with a price of S\$4,415,350. The second listing is a 1-bedroom, 1-bathroom unit with a price of S\$1,775,810. Both listings are highlighted with red starburst shapes and blue arrows pointing to the text on the left.

Property Description	Asking Price (S\$)	Approximate Price (USD)
3-bedroom, 4-bathroom unit	4,415,350	~3,178,340
One-bedroom, one-bathroom unit	1,775,810	~1,278,297

Methodology: in Perspective

- Case Study 3:
 - Henry Sy
 - Chairman, SM Investment
 - Forbes estimated net worth: **\$18.2B** (5/30/2018)



Methodology: in Perspective

- Case Study 3:
 - Stockholdings (edge.pse.com)

List of Top 100 Stockholders

LIST OF ALL STOCKHOLDERS
As of March 31, 2010

STOCKHOLDERS NAME	OUTSTANDING & ISSUED SHARES (FULLY PAID)	OUTSTANDING & ISSUED SHARES (PARTIALLY PAID)	TOTAL HOLDINGS TO		PERCENTAGE TO TOTAL	NATIONALITY	Share Date and Date	PSE Funtion Number	Report of Shareholder
			(SUBSCRIBED)	(TOTAL)					
PTC NOMINEE CORP. (NON-FULPND)	255,446,254	0	255,446,254	30,883	OTHER	01/28/10/0190	11-C	000001207	
PTC NOMINEE CORP. (FULPND)	95,021,247	0	95,021,247	11,000	FULPND	10/28/10/1108	11-C	000001206	
ELIZABETH T. SY	95,990,450	0	95,990,450	11,400	FULPND	11/29/10/0190	11-C	000001208	
WANG T. SY	94,510,400	0	94,510,400	1,200	FULPND	10/28/10/0190	11-C	000001209	
WANG T. SY (K)	38,495,400	0	38,495,400	5,000	FULPND	10/28/10/1108	11-C	000001205	
ELIZABETH T. SY	35,625,400	0	35,625,400	5,000	FULPND	10/28/10/1108	11-C	000001204	
ELIZABETH T. SY	35,625,400	0	35,625,400	5,000	FULPND	10/28/10/1108	11-C	000001205	
ELIZABETH T. SY	48,272,888	0	48,272,888	5,000	FULPND	01/28/10/0190	11-C	000001206	
PTC NOMINEE CORP. (NON-FULPND)	44,188,000	0	44,188,000	5,000	FULPND	01/28/10/0190	11-C	000001205	

List of Top 100 Stockholders: 64 N, 216 C, 128 PD, 11-C, 000001205



Methodology: in Perspective

- Case Study 4:
 - Terry Gou 郭台銘
 - Chairman, Hon Hai Precision, a.k.a. Foxconn
 - Forbes estimated net worth: **\$8.1B** (5/30/2018)



Methodology: in Perspective

- Case Study 4:
 - Private Foundation Information (<http://foundations.olc.tw/>)

Terry Gou 郭台銘

Assets: 227.65 million NT\$ (~\$7,496,626)

財團法人永齡健康基金會

基本資料

法人名稱 郭台銘

宗旨 本會以發展健康智慧照護、研究生命科學與生物醫學、促進醫學研究、提升國人健康為

活動方法 由全體董事決議

許可證號 衛部醫字第102年衛署醫字第00700629號

負責人 郭台銘

登記法院 臺灣台北地方法院

狀態

The screenshot shows a website for the Terry Gou Foundation. Two red starburst callouts are present: one around the name '郭台銘' (Gou Terry) and another around the '許可證號' (License Number). A blue arrow points from the text 'Terry Gou 郭台銘' to the name in the screenshot. Another blue arrow points from the text 'Assets: 227.65 million NT\$ (~\$7,496,626)' to the '許可證號' field in the screenshot.

Methodology: in Perspective

- Creative
- Collaborative



Resources and Tools

- Free Resources:
 - Salary surveys
 - Stock and exchanges
 - Free online publications
 - Rich list and wealth reports



FORBES MAGAZINE / FORBES ASIA

South China Morning Post INTERNATIONAL EDITION

THE
RICHEST
PEOPLE IN CHINA
百富榜

胡潤百富
HUBUN REPORT

BAIN & COMPANY
INDUSTRY GROUP
INSIGHTS
INDIA PHILANTHROPY REPORT 2017
March 20, 2017 | 80p report

Resources and Tools

- Subscription-based Resources (not an endorsement!):

- Capital IQ
- iWave
- Factiva
- Hoover's
- WealthX



Fundraising in Asia, are you ready?

- Constituents
- Capacity
- Attraction
- Intelligence
- Investment



Speaker contact information:

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Thank you.
Please use your
FRDNY app
<http://crowd.cc/s/f5yk>
to fill out the session
survey

