

# Financial prudence proposed

AMID THE economic turmoil all around the globe, the world is turning its eyes upon Asia, towards its emerging and thriving markets.

Experts believe that the region's tighter policies following the 1999 Asian Financial Crisis are now helping to cushion the effect of the current economic crisis.

But this doesn't mean that Asian economies are completely safe from the consequences of the economic plunge in the West.

Reports showing economic slowdown in Singapore and Japan hint that other Asian countries could be next.

According to the Asia Pacific Association for Fiduciary Studies (APAFS), it is imperative for financial institutions and professionals in the investment industry to learn from the mistakes of US and Europe and go back to the basics of ethical and prudent financial stewardship.

Since 2000, APAFS has served to provide guidance and

leadership for fiduciary institutions and investment professionals in the Asia-Pacific region, chiefly by holding the most premier investment conference in the region, the Annual Pacific Region Investment Conference.

The executive director of APAFS, Daniel Roland, CMA, shares his anticipation, "The 9<sup>th</sup> Annual Pacific Region Investment Conference will be one to watch out for. With uncertainty looming over the financial world, we turn to experienced experts to shed light on the current issues and trends — and help Asian nations take necessary steps to protect their economies."

APAFS has embraced its role as an educator on financial literacy, consistently pushing for responsible fund management and prudent stewardship.

Also part of APAFS mission is celebrating Asia's culture and unique practices that play a part in the region's diverse economies.

In line with extending its advocacy for prudent fund stewardship to institutions, professionals, and managers in the region, APAFS has chosen to partner with a Philippine-based public relations and events management firm, BrandSpeakAsia, Inc.

In addition to its portfolio of local and multinational corporate clients, BrandSpeakAsia, Inc. has extensive experience in educational and information campaigns on intellectual property, financial literacy, road safety, and child hunger.

As partners, the two organizations will lead in managing the investment conference dubbed as the 9<sup>th</sup> Pacific Region Investment Conference, which will be held later this year in Manila.

Financial executives and professionals, together with members of fiduciary institutions from all over the region will gather to learn from world-class experts and meet colleagues from relevant industries.