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### **APAFS stresses fiduciary studies in the face of economic uncertainty**

The Asia Pacific Association for Fiduciary Studies (APAFS) emphasized on the need for continuous education for fiduciary studies, specifically in the Asia Pacific region, in this where organizations and business are looking to improve their performance for the year 2009.

APAFS is the only non-profit premier organization focused on providing educational forums in the region. It is set to hold the prestigious Annual Pacific Region Investment Conference (PRIC) in Manila.

"During times of crisis, public and private institutions that have fiduciary responsibilities over people's money fiduciaries might lose sight of long term goals and take risky short term measures. Our role is to help fiduciaries keep focus through education." Says APAFS Executive Director of APAFS, Daniel Roland, CIMA.

Founded in 2000, APAFS recognizes the need to raise the skill set and professional level of fiduciary responsibility in the geographically dispersed Asia-Pacific region. Through the annual PRIC, the organization pools their collective resources to bring experts to the region.

APAFS brings in finance experts from the United States and other Western countries to the Asia-Pacific region as part of their efforts to combine professional training with regional understanding in its country conferences and in PRIC.

"Asia is going to be the area of growth in the foreseeable future. It is therefore important to build up professional accountability as markets develop and wealth pours into the region," says Roland.

For 2009, APAFS have chosen the Philippines as the venue for the PRIC. The investment conference, to be held later this year, will tackle current economic issues as well as relevant responsible fund management and prudent stewardship. To learn more about PRIC, log on to [www.apafs.org](http://www.apafs.org).

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**About APAFS:** The Asia Pacific Association for Fiduciary Studies (APAFS) a non-profit

educational association with the aim of providing educational forums for fiduciaries in the region. It was formed by a forward thinking group of fiduciaries throughout Asia in 2000.