

YOUR REGULATORY AND
COMPLIANCE SERVICE
PROVIDER IN ASIA



complianceasia.com

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ABOUT COMPLIANCEASIA

Asia's first independent compliance consulting firm

ComplianceAsia is the longest established compliance consulting firm in Asia Pacific and the largest firm operating in the region. We have offices in Hong Kong, Singapore, Shanghai, Tokyo and London. We have an unmatched track record of completing complex compliance consulting projects for financial firms in the APAC region.

With 70 multilingual staff, including compliance experts with experience in dealing with the SFC, HKMA, MAS, CSRC, AMAC, JFSA and Asian Exchanges, we provide independent, unbiased advice on Asian Financial industry rules and regulations with practical advice on compliance.

ComplianceAsia offers a comprehensive range of compliance and regulatory services:



Licensing



Compliance Training



Ongoing Compliance Support



ESG Consulting



Compliance Policies and Procedures



Family Offices and Proprietary Trading Pools



FinTech and RegTech Support



Mock Inspections



Regulatory Research and Compliance Advice



AML Services



Corporate Governance



Cybersecurity Assessments



WHY CHOOSE COMPLIANCEASIA AS YOUR TRUSTED PARTNER?



Our Commitment

When you partner with ComplianceAsia, you will receive personalised services from a dedicated team overseen by our senior managers and principals. When we work with you, our focus will be to ensure clear and effective communication with you, as well as to provide quality and transparent services to ensure your organisation is in compliance with local rules and regulations.



Our People

As an APAC-focused business, we employ staff who come from a variety of different backgrounds such as accounting, finance, compliance and law, and we ensure they continue their professional memberships and affiliations. Our staff regularly attend industry forums and conferences on their specific areas of expertise to gain insights into pertinent issues, allowing them to help you and your organisation stay compliant.

To ensure we can communicate with you effectively, our team of compliance experts are fluent in English, French, Russian, Cantonese, Mandarin, Japanese, Korean and Bahasa.



Our Edge

ComplianceAsia is the longest established independent compliance consulting firm in the Asia Pacific region. Our full-time research department manages regulatory research to help our clients drive strategic change, support decision-making and help organisations stay compliant and build trust into core business processes. Our affiliates in the US and the UK ensure we can provide help for Asian based firms with their global regulatory issues.

Our Principals



Philippa Allen

Philippa Allen, CEO and Founder of ComplianceAsia, has over 30 years' extensive business and regulation experience in Asia.

Prior to co-founding ComplianceAsia, Philippa was the Head of Compliance, APAC for Dresdner Bank and GT Asset Management (LGT Asset Management). She was one of the drafters of the original Fund Manager Code of Conduct in Hong Kong and is involved in numerous submissions to regulators and lobbying efforts with financial industry bodies.

She graduated from the University of Western Australia with a Bachelor of Jurisprudence and Bachelor of Laws (LLB) degree. Upon graduation, she commenced practice as a barrister and solicitor for Freehill Hollingdale and Page, in Perth, Western Australia.

Philippa is a frequent speaker at financial industry conferences and technical panels, and a member of various industry representative bodies including AIMA, ASIFMA, HKVCA, SFAA and SVCA.

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Alex Duperouzel

Alex Duperouzel is the Managing Director of ComplianceAsia. He supervises the training, AML, Mainland China and talent practices within the group.

He was previously the head of the HK Licensing and Ongoing Support practice for SFC and HKMA regulated firms in Hong Kong.

Prior to ComplianceAsia, Alex worked for international accounting firms in Australia, in their insolvency and business reconstruction practices.

Alex is a Chartered Accountant registered in Australia and holds a Bachelor of Commerce from the University of Western Australia with a major in Accounting and Finance.

Alex is a member of the Institute of Chartered Accountants in both England and Wales. He has also participated a number of times at the Jesus College Economic Crime Symposium, and also participated at the inaugural Kennedy School of Government program on corruption control and organizational integrity at Harvard.

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Our Team



Susana Leung

Chief Operating Officer and Regional Head of Training



Cherry Chan

Compliance Director



Lachlan Chubb

Regional Head of Regulatory Advisory and Projects



Rachel Wu

Regional Head of Business Development and Compliance Manager



Hardy Hussain

Head of AML Services South East Asia



Justin Fletcher

Head of AML Services North Asia



Doris Li

Head of Licensing North Asia



Thiviyah Malaravan

Head of Singapore Ongoing Support



Melissa Lyn

Regional Head of Marketing



Spencer Yeung

Compliance Manager Private Equity and Hedge Funds



Ben Axten-Burrett

Compliance Manager Broker Dealer



Fraser Leishman

Compliance Manager Corporate Finance and Wealth Management



Jasmine Tse

Compliance Manager Private Equity and Hedge Funds



Celine Chen

Compliance Manager

OUR RANGE OF COMPLIANCE AND REGULATORY SERVICES



Licensing

ComplianceAsia has a proven track record of obtaining licensing and registrations for financial services firms in an efficient and seamless manner. We also support hundreds of individual licensees with their licensing requirements.

We process all types of licences in Hong Kong and Singapore and make Form ADV and other filings with the US SEC. We also assist with license applications in Malaysia, the PRC and Korea, and help firms obtain exchange memberships and remote trading rights throughout Asia and foreign investor IDs.

Our licensing team can:

- Assess the experience and qualification of your CEO, responsible officers or other key employees
- Assist with the initial financial resources calculations
- Liaise with local regulators
- Negotiate licensing conditions
- Prepare and submit licensing applications for corporations and individuals
- Prepare critical compliance documents, such as compliance manuals and regulatory business plans

To make our licensing service more comprehensive, we work closely with your other advisers to ensure that the important legal, tax and accounting issues connected with an application are also addressed.



Compliance Training

ComplianceAsia's expert team provides a unique combination of online training for employees and class based training to Responsible Officers, CEOs, C-Suite employees and senior management from financial institutions.

We cover topics such as:

- AML/CFT/CDD
- Conflicts and disclosures
- Cross-border operations
- Duties and responsibilities of senior management
- Expert networks
- Gifts and entertainment
- Global regulatory developments
- Internal controls
- Market misconduct and insider dealing
- Personal trading
- Private placement rules
- Recent enforcement actions and trends
- Professional investors
- Sales and marketing
- Selling rules
- The roles of different regulators



Ongoing Compliance Support

Once you are licensed, you have a number of obligations to the regulator to fulfil on an ongoing basis. These responsibilities can be time-consuming and overwhelming for a small compliance team or if you are based outside of Asian time zones.

ComplianceAsia helps you understand your obligations, creates a plan of action, and delivers support to help you and your organisation meet regulatory expectations in the region.

Our ongoing support program involves a number of key elements:

- A compliance calendar to keep track and remind you of upcoming compliance deadlines
- Ad hoc compliance advice and assistance
- Assistance with financial resources calculations
- Dedicated compliance personnel
- A customised compliance plan to monitor compliance with internal policies and external legislation and regulations
- Handling your regulatory filings and notifications
- Keeping your compliance policies and procedures up to date
- Preparing regular compliance reports for senior management
- Providing compliance training for you and your staff
- Reviewing marketing materials for compliance
- Monthly compliance visits

Each support program is reasonably priced and customised from our standard program to meet your requirements. Our contracts are flexible, do not involve upfront payments, and are not tied to other services.

ESG Consulting

ComplianceAsia ESG Consulting is a specialist service to help Asian based financial industry firms deal with the fast-changing regulatory landscape of ESG investing in our region. We offer a broad range of ESG services designed for firms in Asia Pacific starting on their journey towards ESG compliance and investment all delivered in an accessible and cost-effective way.

ComplianceAsia ESG can help you with:

- ESG framework, policies and procedures
- ESG-related regulatory gap analysis
- ESG verification and audit
- Full ESG integration
- ESG training
- Adoption of stewardship principles
- Becoming a UN PRI signatory

OUR RANGE OF COMPLIANCE AND REGULATORY SERVICES

Compliance Policies and Procedures

ComplianceAsia knows that legislation and regulations are always changing and that your business will grow and expand. With nearly 20 years of experience, we have developed an unrivalled precedent database of all types of compliance and internal control policies and procedures.

Our team of experts can help your organisation draft and customise:

AML policies and procedures

Investment and trading manuals

Business continuity plans

Operations manuals

Client onboarding procedures

Risk management frameworks

Codes of ethics

Sales and marketing procedures

Compliance manuals

Staff handbooks

Compliance plans

Cybersecurity and IT security policies

Family Offices and Proprietary Trading Pools

Family offices and proprietary trading pools occupy a unique position in the Asian market place with specific control and governance requirements even if firms are not licensed.

ComplianceAsia's compliance programs address problems such as:

- Insider information flows
- Conflicts of interest arising from co-investment
- Public-private investment
- Side by side investment
- Multiple directorships

We offer practical advice on how to handle conflicts of interest where the same principal runs third-party money and a family office simultaneously. We assist across multiple asset classes including private equity investment and liquid markets.

ComplianceAsia also helps proprietary trading pools with obtaining market maker status, proprietary exchange memberships, foreign market registrations and with end user OTC registration and reporting.



FinTech and RegTech

ComplianceAsia assists digital technology providers and users, robo-advisers, P2P lenders, payment services, crowd-funders, blockchain and bitcoin users to obtain regulatory licences, and provide ongoing compliance support.

We have an extensive network in the FinTech and RegTech space, which has given us a unique edge in understanding your technology and local regulatory requirements.

Our team of experts can:

- Advise on cybersecurity and technology policies and procedures and regulatory requirements for data storage and management, and the use of the cloud
- Assist your firm in meeting regulatory reporting and monitoring requirements by using a suite of inhouse RegTech tools
- Help develop compliant social media policies and monitoring tools
- Work with your FinTech firm and the local regulators to define the scope of your business and the potential licences you require



Mock Inspections

ComplianceAsia examines your firm's existing compliance policies, procedures, monitoring and systems, and undertakes an operational review of the compliance integrity of the business processes in place.

Our reviews encompass both a documentary and practical element. We interview staff to obtain descriptions of their work processes, review systems and walk through the operating processes from front to back office with a focus on how the process meets local compliance requirements on handling client assets, reporting to clients and investors, and market protection.

Our team of compliance experts can advise you on:

- Policies and procedures that are not in accordance with market best practice
- Areas which are not currently covered in existing policies and procedures
- Operational weakness in your existing practices
- Potential non-compliance with legislation and regulation
- Recommendations to address the findings together with a suggested timeline for the implementation of any remedial work

OUR RANGE OF COMPLIANCE AND REGULATORY SERVICES

Regulatory Research and Compliance Advice

Change Tracking Service

ComplianceAsia tracks important regulatory changes throughout the APAC region on a regular basis and provides quarterly service to ensure you stay up to date and informed about:

- Changes to regulatory codes and guidelines including when they are proposed and/or released
- Changes to securities legislations including when they are proposed and gazetted, deadlines and final implementation
- Consultation papers including their release, response deadlines, closing and finalisation
- Summary of the new legislation and/or changes in rules and what steps the firm needs to take to be in compliance with the rules
- Summary of the terms of the consultation and how it will potentially impact a firm's business

Guides & Glossaries

We give clients access to the information across all Asian countries, sourced directly from local language regulation and kept continuously up to date.

Glossary of Chinese acronyms

Guide to position reporting requirements

Guide to cross-border marketing in Asia

Guide to Asian exchange trading rules

Guide to financial resources calculations

Guide to AML and CFT in Asia

Guide to fund registration in Asia

Guide to professional investor rules in Asia

Guide to OTC derivatives reporting, trading and clearing in Asia

Guide to short selling rules and short position reporting

Guide to private placement in Asia

Guide to insider dealings rules in Asia

Guide to substantial shareholder reporting

Guide to Asian regulators

Guide to licensing and market entry

Guide to technology risk and cybersecurity



AML Services

AML Services by ComplianceAsia was formed specifically to assist with the ever-increasing demand placed on financial businesses as global regulators have introduced more stringent Anti-Money Laundering laws and regulations in the past decade. AML Services provides support and outsourcing functions to companies that are subject to AML/CFT regulations in multiple jurisdictions.

Our AML team can help you with:

- Conducting outsourced onboarding and customer due diligence
- Auditing AML procedures & customer due diligence (CDD) files
- Writing and/or reviewing institutional and enterprise-wide risk assessments
- Sanctions, politically exposed person (PEP), and adverse media screening
- Conducting enhanced due diligence
- Writing and filling submission of suspicious transaction reports
- Conducting face-to-face or virtual AML training in English and a number of Asian languages
- Drafting AML policy and procedures manuals for multiple jurisdictions
- Remediating customer due diligence (CDD) files
- Preparing customer risk assessments
- Reviewing and advising on domestic and foreign PEP decisions
- Responding to regulatory inquiries
- Providing MLRO/AMLCO services for Cayman Islands financial businesses

We have also provided services to a number of start-ups to ensure that they have relevant and effective AML procedures in the changing world of fintech and regtech.

OUR RANGE OF COMPLIANCE AND REGULATORY SERVICES

Corporate Governance

There are growing regulatory expectations for financial institutions and funds to implement appropriate and robust corporate governance structures. ComplianceAsia can help your organisation define the appropriate:



Corporate governance arrangements



Company secretarial process



Reporting and escalation procedures and appropriate record keeping

Our dedicated team can help your organisation co-ordinate your multiple company secretarial firms, keep master schedules of filing dates for your SVPs and investment vehicles, and optimise your team's directorships.

For staff who are licensed with regulators, we ensure that any changes in details are provided to regulators.

Cybersecurity Assessments

With our affiliated IT and technology firm, we offer a range of cybersecurity services including:

- Technology risk frameworks
- Risk vulnerability assessment
- Secure data detection
- Data back up management
- Disaster recovery
- Penetration testing

Our Group Companies



AML Services Limited was formed to specifically assist with the new provisions of the Anti-Money Laundering Ordinance that come into effect in March 2018. Company secretarial firms, incorporation agents, real estate agents, accountants and law firms and other designated non-financial businesses and professions will now need to fully comply with the same provisions that applies to financial services firms in Hong Kong.

AML Services Limited will provide model policies and procedures, client take on documentation, sanction and other client risk assessment and screening services, all the way to a fully outsourced client take-on arrangement and documentation storage.

For more information, please visit www.hkamlservices.com



At CA Internal Audit, our team conducts internal audits and independent compliance reviews for Singapore-based fund managers to comply with the requirements of MAS under the Securities and Futures Act. Our audit includes a document review and on-site review of various operational processes, focusing on how the process meets local compliance requirements in relation to handling client assets, reporting to clients and investors, and market protection. Detailed risk-based reports are also produced at the end of each audit to highlight strengths and weaknesses in a fund manager's regulatory status in Singapore.

CA Internal Audit also conducts ad hoc audits such as AML audits and process reviews for a variety of MAS licensed clients in Singapore.



ComplianceAsia ESG Consulting is a specialist service to help Asian based financial industry firms deal with the fast changing regulatory landscape of ESG investing in our region.

ComplianceAsia ESG Consulting offers a broad range of ESG services designed for firms in Asia Pacific starting on their journey towards ESG compliance and investment all delivered in an accessible and cost effective way.

Whether you are responding to regulatory requirements or investor or stakeholder demands, our team of experts can help you with understanding your ESG obligations now and over the medium to long term.

For more information, please visit www.complianceasiaesg.com



Keeping up with regulation is a critical business function in financial services and keeping up with regulatory change is tough in itself.

At ComplianceAsia, our training division helps you meet those two conflicting issues. By keeping up with the fast changing and complex operating environment, we can meet the regulatory expectations and rules that your company and your teams need to know.

We deliver the full suite of training options from highly customised in person training, to standardised online training, so that we can help meet regulatory expectations on an annual basis. We provide content to some of the leading industry associations in the region, and we can deliver training in English, Mandarin, Cantonese and Japanese. We cover specific jurisdictions, cross border issues, conduct issues, regulatory capital, insurance, risk management, sales regulation, exchange regulation, product rules, privacy, AML, sanctions, financial crime, CDD, KYC, induction training and more.



CA College

Compliance Qualifications for Asia by Asia's Specialists

Specializes in providing Singapore Certified Compliance Officer Course to senior managers and compliance officers to increase professional standards in Singapore. Courses enable individuals to acquire key regulatory knowledge, gain practical know-how on compliance matters and be equipped with relevant skillsets to carry out compliance tasks within an organisation. Courses are mostly conducted face to face with some online component and provides CPD hours to participants.

We also provide Certified Compliance Courses on key regulatory topics such as customer due diligence know-how, Sanctions and Anti-bribery to enhance skillsets of compliance officers and senior managers within the financial institutions. Attendees will also be entitled to CPD hours.

For more information, please visit www.compliancecollege.com



Our online compliance training platform provides courses that are Asian focused, giving you a specialist view of the regulatory landscape and the compliance requirements in Asia. Most importantly, you will be entitled to CPT or CPD hours required by the SFC or MAS upon successful completion of any of our online courses.

If you are in the asset management industry and are in Singapore, we have a partnership with the Investment Management Association of Singapore ("IMAS") where we have provided them with the course content specifically for fund managers to meet the MAS requirement of at least 6 hours of compliance and ethics training. Members of IMAS will receive special pricing, but anyone can purchase a set of courses from IMAS that ComplianceAsia has designed and delivered. Please see www.imas.org.sg/ilearn

Our own online training platform is flexible and cost-effective.

For more information, please visit www.onlinecompliance.training



CPTnow is the retail extension of our popular Online Compliance Training (OCT) platform. Offering a concise, cost effective and communicative solution to obtaining your SFC mandated CPT hours across all competence levels outside of the corporate environment. Topic Areas include AML and CTF, SFC Regulation, Personal Data Protection and Investment Sales and Suitability.

For more information, please visit www.cptnow.com

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