



National Advisory Council (Philippines)

3 August 2018

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Objective

National Advisory Council (NAC)

Comprised of senior representatives from various sectors in financial services who are already familiar with the CISI.

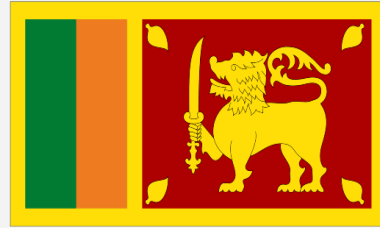
Support and represent the CISI in its activities and events.

NAC will benefit the CISI especially in a new market such as the Philippines.

Examples of NAC Work



Asia Regional Committee
(Singapore)



Sri Lanka Advisory Committee



Indian National Advisory
Committee



UAE National Advisory Board



Cypriot National Advisory
Council



National Advisory Committee-
Ireland



Mauritius Advisory Committee

CISI in Southeast Asia

- **Original objective** – open a Singapore office to diversify internationally and BPO sector. Saw initial success in the region, decline over past five years.
- **Changing strategy** – further expand and diversification into new Asian countries. Initial interest, but conversion slow.
- **2018/19 strategy** – recover business in Singapore and continue a focused approach to other markets (e.g. Philippines) using global connections.



Changing Profitability

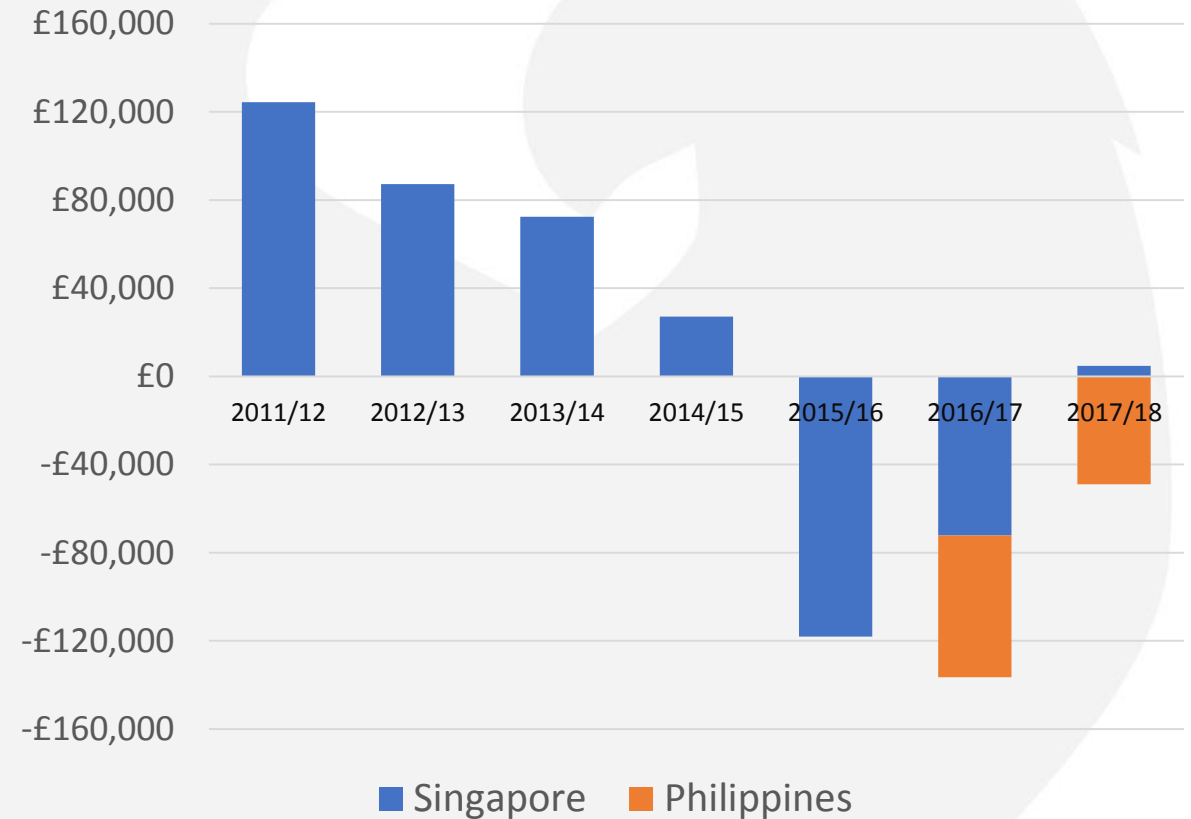
Actions Taken

- Staffing costs reduced (Regional Director role removed from 2016/17, Malaysian consultant contract not renewed)
- Diversification - new countries

Outcomes

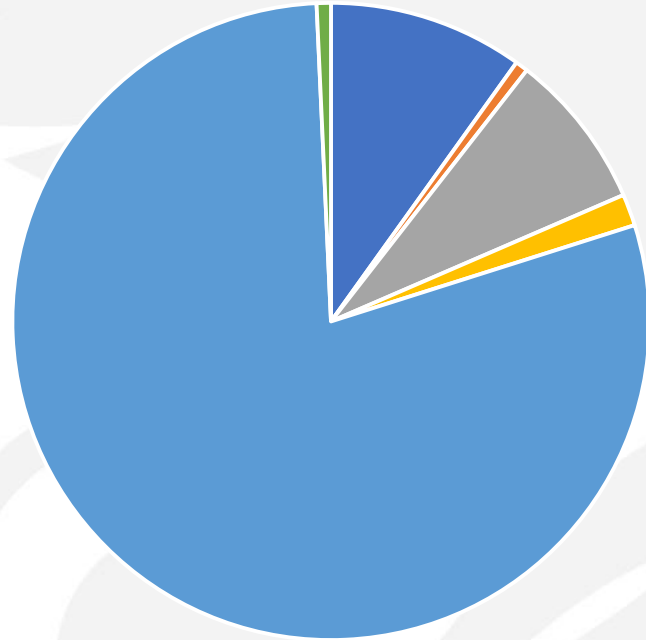
- Singapore office returned a surplus in 2017/18 (first time in 3 years)
- Some success in new target countries e.g. Myanmar, but other markets proving more difficult to penetrate e.g. Indonesia

Singapore & Philippines Office P&L

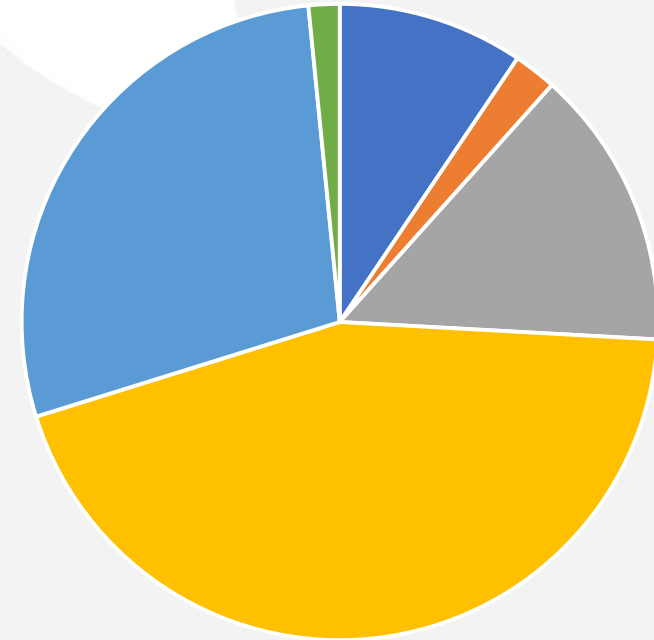


Changing Contributors – Exam Numbers

ASEAN 2012/13 – 1243 exams



ASEAN 2017/18 – 1144 exams



- Hong Kong
- Indonesia
- Malaysia
- Philippines
- Singapore
- Vietnam

ASEAN – Issues & Opportunities

Issues faced regionally	Opportunities for growth
Protectionism	Education sector
Growing desire for local products	Collaboration / partnerships with local bodies and ATPs
Difficulty with diversification across countries	CPD and Integrity offering in the region
High operating costs in Singapore against reduced income	New products like FinTech?
Relocation of BPO market	
Growth has been mainly seen in countries with discounted exams – Malaysia, Myanmar and Vietnam for example	

Singapore

Challenges

- Operations roles migrating and Kaplan number declined sharply
- Pricing not competitive - our exams are no longer subsidised

Strengths

- Firmly established client base taking a spread of exams
- Regulatory recognition
- Good links with tertiary education bodies, and ATP coverage

Opportunities

- Events to raise CISI's profile and create brand awareness
- Mandatory CPD - applying to Institute of Banking and Finance for recognition of our Integrity and Ethics for Financial Advisors
- New opportunities e.g. short programmes covering FinTech

Diversification Beyond Singapore

Target New Markets

Malaysia

- The regulator no longer trains for our exam, but potential new opportunity for recognition
- Increasingly protectionist policies
- Islamic Finance Qualification is well regarded with FAA recognition
- CPD opportunities

Myanmar

- Good links with tertiary education bodies
- Application for recognition with SEC, the regulator
- However - exams sold at heavy discount

China

- Wealth management project in Qingdao
- March 2018: granted government recognition in the region
- First cohort sat in March – excellent 88% pass rate
- Centrally driven from UK and HK
- Recent approaches for new aspiring financial centres
- Opportunities for scale growth - Implications for resource and structure



Visit from the Qingdao Municipal Government

Philippines - Overview

Opportunities

- Education sector – Building a pool of supportive senior university staff
- BPO industry - Fostering relationships with existing clients and engaging new by expanding network
- Building on our membership base of 60 members

Strengths

- Strong and growing relationship with regulator – likely recognition and possible promotion of CISI in the coming year
- Established culture for membership of professional bodies

Challenges

- BPO sector hard to penetrate – message vs action in goal to Upskill & Reskill
- Low value exams mean significant numbers are required

Philippines - Actions

Education

- Formal ties with University of Santo Tomas & St. Scholastica's College

Industry

- Expanding our network – Joined British Chamber of Commerce & IT and Business Processing Association of the Philippines

Regulator

- Professional Regulation Commission – Accredited as an online CPD Provider. Ongoing survey in identifying modules to offer
- Securities & Exchange Commission – Signed MOA for Anti Money Laundering module. Plan to gain accreditation for Corporate Governance CPD

Philippines – Events

- **CISI Global Education Trust Award** – The Philippines' National Winner was awarded an all-expenses paid trip and a work placement with Mazars Financial Planning in the City of London
- **Awards Ceremony 2018** – Goal is to hold the recognition event in Q4 of 2018
- **Member Events** - Workshops, Networking



Mary Louise Damian from University of Santo Tomas (2nd from left) with the National Winners from Singapore & South Africa, and Elizabeth Rowan of CISI Educational Trust.

Appendix - Global Regulatory Connections

- Formal links in 48 jurisdictions
- We have links with all of the top 5 and nearly 50% of top 20 financial centres

- Bahamas
- Bahrain
- China*
- Cyprus
- Egypt
- Estonia
- Germany
- Gibraltar
- Greece
- Guernsey
- Hong Kong
- India
- Ireland
- Isle of Man
- Japan
- Jersey
- Kazakhstan
- Kenya
- Kuwait
- Labuan
- Latvia
- Lebanon
- Lithuania
- Malaysia
- Malta
- Mauritius
- Mexico
- Netherlands
- Oman
- Palestine
- Panama
- **Philippines**
- Qatar
- Rwanda
- Seychelles
- Singapore
- South Africa
- Spain
- Sri Lanka
- Sweden
- Tanzania
- Tunisia
- Turkey
- Thailand
- UAE
- Uganda
- UK
- USA
- Zambia

