



**100 women in  
hedge funds®**

**Education Session No. 146:  
The Case for the Alternatives: Opportunities and Challenges for Asset Allocators**

September 9, 2009 at 6:30 PM  
London

Unprecedented uncertainty in the world economy and financial markets translated into drastic shifts in risk-reward characteristics in various asset classes leading investors to reassess their asset allocation strategies. Our distinguished panel of private and institutional wealth managers will discuss their strategies and concerns when managing their portfolios. They will outline their asset allocation responsibilities and elaborate on the implications of including "alternatives" in their asset allocation decisions.

**Discussion Topics:**

- Where does the boundary lie between strategic, tactical and dynamic asset allocation?
- Investments distribution across different asset classes and benefits of including "alternatives" into diversified portfolios
- How are hedge funds able to help investors in terms of asset allocation?
- Implications of the global financial crisis on investment objectives, strategies, and regulation.
- What are successful capital allocation strategies in the current economic conditions?
- Asset allocation, diversification, and rebalancing; classic mistakes and best practices.

**Participants**

**Dr. Philippa Malmgren**, Canonbury Group  
**Simona Paravani**, HSBC Global Asset Management  
**Kerrin Rosenberg**, Cardano UK  
**Tony Brocardo**, CIO Barclays Pension Fund

**Event Details**

**Date:** September 9, 2009

**Time:** 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early.

**Host:** Scotia Capital

**Location:** Canada House

Trafalgar Square (Cockspur Street Entrance), **London**, SW1Y 5BJ, United Kingdom - [Directions](#)

**RSVP:** [http://www.100womeninhedgefunds.org/pages/event\\_registration.php](http://www.100womeninhedgefunds.org/pages/event_registration.php)

This event is NOT FOR ATTRIBUTION.

**Admission to this event is free, but there is a £20 charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to our 2009 beneficiary, SHINE.**

Space is limited. No walk-ins will be permitted.

## **Biographies**

### **Dr. Philippa Malmgren**, President, Canonbury Group

Dr. Philippa Malmgren is the President and founder of the Canonbury Group and Principalis Asset Management, financial firms based in London. She is a Senior Advisor to Deutsche Bank in Asia and the Middle East, Prudential Real Estate Investments worldwide and Amwal in Qatar. She is a Governor of the Ditchley Foundation in the UK. She is a frequent guest on the BBC and a guest presenter on CNBC's Squawk Box (UK). Dr. Malmgren has given lectures at Tsinghua University, Duke Fuqua Global Executive MBA Program, INSEAD and West Point. She served as financial market advisor to President GW Bush on the National Economic Council from 2001-2002 where she was responsible for financial market issues.

Before joining the administration, she served as the Deputy Head of Global Strategy at UBS Warburg and as the Chief Currency Strategist for Bankers Trust. She headed the Global Investment Management business for Bankers Trust in Asia out of Hong Kong. She has a B.A. from Mount Vernon College and a M.Sc. and a Ph.D. from the London School of Economics. She also completed the Harvard Program on National Security.

### **Simona Paravani**, Global Investment Strategist, HSBC Global Asset Management

Simona is responsible for all Multimanager Multi-Asset solutions, which include the three World Selection Portfolios. Previously to this role, Simona was Chief Investment Officer for HSBC Global Asset Management (USA) Inc, which involved overseeing the New York based liquidity and Multimanager investment capabilities, and leading the development of innovative investment solutions for HSBC customer groups in the US. Simona joined HSBC Global Asset Management in 2004 as Asset Allocation Economist, having previously worked for Julius Baer Asset Management and Orbis Investment Advisory in London. Simona holds a graduate degree from Cambridge University and is a CFA charterholder.

### **Kerrin Rosenberg**, CEO, Cardano UK

Kerrin Rosenberg (1969) is CEO of Cardano in the UK. He graduated from the University of Manchester with a BA (Hons) in Economics, specialising in Econometrics. He is also a Fellow of the Institute of Actuaries. From 1992 to 2007 Kerrin worked as an investment consultant with Hewitt Associates in London. He is a former partner of Bacon & Woodrow, prior to its merger with Hewitt. In 2007 he left Hewitt to set up the Cardano Group UK business. Kerrin has advised over a dozen of the UK's largest corporate pension funds with combined assets of over £50bn. As one of UK's thought leaders he was an early pioneer of many tools that are now commonly used, such as derivatives, unconstrained equities and hedge funds.

**Tony Broccardo** is the Chief Investment Officer of Barclays Pension Fund. This circa £15 billion (Sterling) Fund is highly diversified and global. Tony's team is responsible for the asset allocation process, investment management, implementation and risk budgeting of the Fund. The Fund utilizes a significant number of external asset class specialists. Tony's previous experience includes being an Executive Director and CIO for F&C Asset Management PLC, and as a Global Partner and Institutional CIO for INVESCO Asset Management Inc. In both roles, over a period of fifteen years, he chaired the Global Asset Allocation Committee.

Tony has a MA in Finance and Investment from Exeter University, where he is also a Fellow and lecturer in Investment.

**About Scotia Capital**

Scotia Capital has long been dedicated to adding value to global hedge fund and alternative asset managers through a full-service equity finance operation encompassing prime brokerage, securities lending, capital introduction and synthetic financing solutions. Clients have been turning to Scotia Capital for our superior execution capabilities and global expertise. Our experienced professionals in North America, Europe and Asia are committed to providing comprehensive transaction expertise, timely research and innovative ideas to clients around the world. At Scotia Capital, we are committed to understanding our clients' unique needs, providing sound financial solutions and building strong relationships. Because great relationships deliver great results.

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100 Women in Hedge Funds provides a 'Give Back' program that enables members to match their resources (time, access, financial) to projects that will help us expand our successful initiatives. Visit

[http://www.100womeninhedgefunds.org/pages/give\\_back.php](http://www.100womeninhedgefunds.org/pages/give_back.php) today and tell us how you can help.

**About 100 Women in Hedge Funds ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))**

100 Women in Hedge Funds serves over 10,000 alternative investment management investors and practitioners through unique educational, professional leverage and philanthropic initiatives. Since its first session in 2002, 100 Women in Hedge Funds has hosted more than 150 events globally, connected more than 150 senior women through Peer Advisory Councils and raised in excess of \$15 million for philanthropic causes in the areas of women's health, education and mentoring.