



WEALTH ENHANCEMENT IN THE SPOTLIGHT AT BUALUANG FUND INVESTMENT FORUM

BBLAM rolls out a glittering showcase of wealth management through a stay-invested strategy and all-weather proof portfolio solutions.



BBL Asset Management Co Ltd (BBLAM), a subsidiary of Bangkok Bank, recently played host to an international seminar, “Bualuang Fund Investment Forum: Towards 2019”, at the Waldorf Astoria Hotel in downtown Bangkok. Investors and fund managers gathered at this prestigious event to learn about the latest investment strategy as well as investment opportunities in both onshore and offshore funds amid the changing global trends, technology disruptions and volatile market conditions.

BBLAM Executive Board Chairwoman Voravan Tarapoom gave an opening address by introducing the well-being concept as the foundation of Thailand’s development. If the Thais were to pursue any enterprises revolving around the well-being concept of good eating, comfortable living, healthy body and sound mind, they would more likely to become successful because Thailand is blessed with all the natural resources and the service-minded people necessary to create the well-being environment.

BBLAM CEO Peerapong Jirasevijinda likened investment to a marathon – not a sprint. This would require investors, aided by sound advice from financial advisors, to have patience and a discipline by staying invested through all market cycles rather than trying to time the market. Eventually time would prove to be the best friend of investors who go for the long haul.

Representatives of BBLAM’s global partners took turns sharing their views on the subjects of their expertise, with Invesco Ltd focusing on the rising Asia, Fidelity International on technology disruptions, Allianz Global Investors on the dominance of China, Nomura Asset Management on preparations for the aging society, Wellington Management on the emerging markets vs the developed markets and AXA Investment Managers on the fixed income outlook.

“The forum is intended as a showcase of investment options targeting Bualuang Exclusive clients of Bangkok Bank,” said Peerapong. “We propose opportunities



to investors who want to diversify their portfolios outside Thailand via selected foreign investment funds (FIF).

While BBLAM creates and packages its investment products offerings, parent company Bangkok Bank’s role is to maintain balance of a client’s portfolio and make adjustments where needed...and conduct a yearly assessment – a kind of health check-up to ensure that the portfolio is performing to expectations.

Peerapong said looking ahead, the company is embracing digital technology to give clients a clear and up-to-date view of markets and their investment choices. Last year BBLAM launched the BF Mobile Application, an app that gives clients access to a wide variety of information and knowledge, useful financial tools, equity strategy and financial market updates. Peerapong further noted that the app includes Bualuang House View, a digital newsletter, which offers financial news along with BBLAM’s investment outlook and risk-return assessments. Also on the horizon, the company is looking



forward to expanding its client base, now largely in Bangkok, to the upcountry regions.

To prospective clients, or those who are about to embark on their journey into the world of international investment, Peerapong offers this sage counsel: “Investors must always remember to take a long view, and that patience is a virtue.” And while he does not shy away from voicing the Golden Caveats of investing – “past performance does not indicate future performance... high returns do not come without high risk”, the BBLAM CEO offers the assurance of his company’s overriding priority: “We are focused on long-term investment success for our clients.”



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