

Art & Finance seminar series 2013

How to Leverage the Freeport: Art in wealth management



The Essential Guide for Professional Financial Advisors
17 September, 10 October and 14 November 2013 | Luxembourg

The Freeport is coming to Luxembourg in a year. Time to get ready!

Deloitte Luxembourg is pleased to invite you to the 2013 Art & Finance Seminar Series.

Deloitte Luxembourg is providing seminars for finance professionals who wish to have the inside track into the recent business developments at the intersection of Art & Finance.

Due to the close proximity of the opening of the Luxembourg Freeport, private bankers, asset managers, family offices and institutional investors have come to the joint realisation that art assets held in private wealth situations require serious management and the opportunity to offer revenue producing services.

We are presenting three seminar sessions to better understand the management of art assets and the tangible opportunity they represent, especially with the association of the Luxembourg Freeport.

The seminars form a three-part series, though individual sessions may be attended. Each session will take place from 5.00 p.m. to 7.00 p.m. followed by a drinks reception on the Deloitte Luxembourg premises.

2013 Series

Tuesday, 17 September 2013 | From 5.00 p.m. to 7.00 p.m.

Session 1 | Luxembourg Freeport Presentation—Why do collectors use a Freeport?

Luxembourg Freeport: Luxembourg Freeport Presentation	David Arendt—Managing Director
Fine Art Transports Natural Le Coultre S.A.: Practical utilisation of a Freeport	Franco Momente—Managing Director

Thursday, 10 October 2013 | From 5.00 p.m. to 7.00 p.m.

Session 2 | Art Analytics—How art analytical tools could help in wealth management?

ArtTactic: Art Market Forecasting	Anders Petterson—Founder
Tutela.net: Art valuation software	Fabian Bocart—Co-Founder & Research Director
Maastricht University: How to measure art market performance	Dr Rachel Pownall—Assistant Professor

Thursday, 14 November 2013 | From 5.00 p.m. to 7.00 p.m.

Session 3 | Art-secured lending & Art Advisory services—What is their role in wealth management?

Art Capital Group: Opportunity of European Art secured lending market	Terence Doran—Managing Director
1858 Limited: Art advisory services integrated within a wealth management platform	Harvey Mendelson—Managing Director

Series 2013 | Programme

Tuesday, 17 September 2013
From 5.00 p.m. to 7.00 p.m.

Session 1 | Luxembourg Freeport Presentation—Why do collectors use a Freeport?

Luxembourg Freeport in construction: Opportunities for financial services providers

David Arendt, CEO of the future Luxembourg Freeport, will present the proposed Freeport facility in Luxembourg and its benefits to art and commerce. The Freeport facilities will be used to keep high-value objects, such as wine, art and jewellery, in duty-free and tax-free warehouses with state-of-the-art security. We will discuss how private bankers, custodian banks and asset managers can leverage the future facilities of the Freeport to develop or strengthen their service offering. We consider the growing interest from the international financial and art communities.

Special Freight Forwarder experience dealing with Freeport clients

Mr Franco Momente from Fine Art Transports Naturel Le Coultre S.A. will present his experience of being a freight forwarder for the Geneva and the Singapore Freeport. Through his first-hand experience, he will describe the players and client demand that a Luxembourg-based storage facility of high-value goods could foreseeably have. He will explain the cost and operational benefits of using such a facility.

Thursday, 10 October 2013
From 5.00 p.m. to 7.00 p.m.

Session 2 | Art Analytics—How art analytical tools could help in wealth management?

ArtTactic: Art Market Forecasting

ArtTactic is a progressive art market analysis firm that offers dynamic and responsive research and commentary on the fast-paced and ever-changing art world. The session will provide an overview of the analytical tools used to measure art market confidence, sentiment risk and market direction and how those reports could be used to provide wealth management services.

ArtTactic was founded in 2001 by Anders Petterson. ArtTactic has developed methodologies and analytical frameworks for the art market often used by economists and people in the financial markets

Tutela.net: Art Valuation Software

Mr Fabian Bocart, is co-founder of Tutela Capital S.A., a Brussels-based company specialised in managing art as an alternative asset. The company deploys cutting-edge quantitative methodologies used to monitor market and liquidity risks. Recent developments in art finance now allow financial specialists to include art in their portfolio analysis.

How to measure art market performance

Dr Rachel Pownall provides an overview of art-market performance and of the use of art indices in wealth management.

Thursday, 14 November 2013
From 5.00 p.m. to 7.00 p.m.

Session 3 | Art-secured lending & Art Advisory services—What is their role in wealth management?

In this session, we aim for a better understanding of clients' need for art-related services from the perspective of two experienced companies.

Art Capital Group (ACG): Art secured lending market—European Opportunity

ACG is recognised as one of the leading independent sources of art lending. Combining their expertise in finance and fine art, they provide customised solutions to the fine and decorative art world. The Managing Director Mr Terence Doran will discuss the growing market of art-secured lending, with particular emphasis on European developments.

1858 Limited: Art advisory services integrated within wealth management a platform

1858 Ltd is an international art advisory firm providing independent, expert advice and specialist services on all areas of the art collection process. The Co-founder, Mr Harvey Mendelson will describe the client demands that 1858 Ltd currently face and the trend towards art advisory services.

Art & Finance team coordinator

Adriano Picinati di Torcello

Director, Advisory and Consulting—Deloitte Luxembourg

Before joining Deloitte, Adriano Picinati di Torcello worked for a number of years within the financial industry, where he had various functions covering business development in Asia, strategic planning, wealth management and auditing and advising at top-tier international financial institutions.

Adriano Picinati di Torcello has been analysing the evolution of the art market for several years and he is in charge of coordinating initiatives and activities concerning art and finance at Deloitte Luxembourg.

www.deloitte-artandfinance.com

The speakers

David Arendt

General Manager—Luxembourg Freeport

Mr Arendt is the general manager of the Luxembourg Freeport, whose corporate purpose is to build, own and operate a state-of-the-art, high-end, secure facility for the storage of fine art and other valuables in a tax-friendly environment under customs supervision. The Luxembourg Freeport is expected to become operational in mid-2014. NLC is a forwarder specialised in the handling and transportation of fine art worldwide. The group also owns and operates the Singapore Freeport and is a co-owner and operator of the Geneva Freeports.

Prior to joining the Luxembourg Freeport, Mr Arendt was the executive vice president and chief financial officer of Cargolux Airlines International S.A., a Luxembourg-based all-cargo air-carrier, and a member of its Executive Committee from October 1998 to December 2011.

Before joining Cargolux in October 1998, Mr Arendt was a member of the management team at Banque Générale du Luxembourg S.A., where he exercised various functions, including head of corporate finance. Before starting at Banque Générale in October 1994, Mr Arendt was vice president at Merrill Lynch, where he worked in the investment bank's New York and London-based corporate-finance teams. Mr Arendt is a lawyer by education. He holds LL.M.s from King's College, London University and the New York University School of Law. He practised law for several years with the Luxembourg law firm of Arendt & Medernach and the New York law firms of Shearman & Sterling and Debevoise & Plimpton. Mr Arendt was named CFO of the Year in 2009 by CFO World.

Fabian Bocart

Quantitative Research Director—Tutela Capital S.A., Brussels

Fabian Bocart is co-founder of Tutela Capital S.A., a Brussels-based company specialised in managing art as an alternative asset. The company deploys cutting-edge quantitative methodologies and uses insider knowledge of the market to turn art into a safe and profitable investment.

Fabian Bocart is also a member of the scientific body of the Faculty of Sciences of the Catholic University of Louvain. As such, he is author of several scientific publications on methods to measure volatility and returns of art investments. Before the launch of Tutela Capital, Fabian Bocart worked as an interest rate options trader at BNP Paribas Fortis.

He graduated with High Honor from the Solvay Business School and holds an MSc in Statistics with Honor from the Catholic University of Louvain.

Terence Doran

Managing Director—Art Capital Group, New York

Mr Doran began his career on Wall Street working in Fixed Income departments at both JPMorgan and Morgan Stanley, focusing on valuation and structuring of various debt instruments. He joined Art Capital Group in 2005 focusing on capital raising and institutionalising the firm's processes. Since, he has overseen underwriting of over US\$500 million in art loan transactions and is a member of the Investment Committee.

Harvey Mendelson

Managing Director and Co-founder at 1858 Ltd. Art Advisory, London

Harvey Mendelson is co-founder and Managing Director of 1858 Ltd. Art Advisory. He oversees all aspects of the business, including jointly managing key global partnerships and 1858's art finance advisory services. Prior to establishing 1858 Ltd., Harvey held a number of executive roles in the financial services industry, particularly in the area of risk management.

1858 Ltd. Art Advisory is a specialist art advisory providing independent and impartial advice to high and ultra-high net worth individuals, financial institutions, corporations and museums on the various components of the art collection process. 1858 Ltd are proud recipients of the Spear's Wealth Management Award 2012/13 for Art Advisor of the Year.

Franco Momente

Managing Director—Fine Art NLC, Geneva

Mr Momente began his career in 1984 at Panalpina Group S.A., the third largest transport company in the world at the time, operating in the road, sea, air, rail and river transport sectors. After supervising the accounting and IT change at the Geneva office, he joined the commercial department as Representative for French-speaking Switzerland. In 1991, he joined Rodolphe Haller S.A., a firm specialised in handling transportation and storage of artworks. In 1999 he was appointed Director of Fine Art Transports Natural Le Coultre S.A. to coordinate and reorganise the firm's activities. Since 2005, he has been involved in the development of NLC Group in other regions, especially China and the Middle East, and was key to the launch of the Fine Art NLC new branch in Singapore—which operates within the Singapore Freeport—and to the launch of Luxembourg Freeport.

Anders Petterson

Managing Director—ArtTactic, London

He is the founder and managing director of ArtTactic Ltd, a London-based art-market research and advisory company set up in 2001. Anders previously worked at JP Morgan in the investment banking division, responsible for the debt capital market and structured products for banks and corporate clients.

He worked as an independent research and evaluation consultant for Arts & Business in London (2002-2007), and has been involved in a number of large-scale research and evaluation projects in the cultural sector. Anders Petterson is lecturing on art as an asset class for the CASS Business School and Sotheby's Institute in London. He is a frequent art-market commentator on Bloomberg TV, Reuters and CNN. Anders is also a board member at Professional Advisors to the International Art Market (PAIAM).

www.arttactic.com

Dr Rachel Pownall

Professor of Finance—University of Maastricht, Maastricht

Dr Rachel Pownall completed her Ph.D. on Risk Management in International Financial Markets at Erasmus University, Rotterdam in 2001.

She currently works at TiasNimbas Business School and Maastricht University as an Associate Professor of Finance. Her work has been published in a number of leading journals such as the European Economic Review, the Journal of International Money and Finance, the Journal of Economic Behaviour and Organisation, the Journal of Banking and Finance, and the Journal of Alternative Assets. She also teaches for Sotheby's Institute of Art and works as an independent economic advisor for the Fine Art Fund in London.

Practical information

Venue The sessions will take place at Deloitte Luxembourg 560, rue de Neudorf L-2220 Luxembourg	Seminar fees & payment €95 for one seminar €170 for two seminars €225 for three seminars All payments should be made by bank transfer.
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Seminar registration

To register for one or more sessions, please fill in the online registration form available ([please click here](#))

Session	Date of session	Last date for registration	Last date for payment
Session 1: Luxembourg Freeport Presentation	17 September 2013	3 September 2013	3 September 2013
Session 2: Art Analytics	10 October 2013	26 September 2013	26 September 2013
Session 3: Art-secured lending & Art advisory services	14 November 2013	31 October 2013	31 October 2013

Terms and Conditions

Pre-registration and pre-payment are required for participation to this seminar series

Cancellation penalties:

Notice

- Cancellation received more than a week before the seminar; refund will apply minus commission fee for registration and credit card transaction.
- Cancellation received less than a week before the seminar; no refund.

Deloitte reserves the right to alter the content and dates of all courses and to cancel one or more sessions as a result of circumstances beyond its control. If Deloitte cancels one or more sessions for any reason, you have the option of receiving a refund.

Contacts

Art & Finance seminars organisation

Events Department
luevents@deloitte.lu

Art & Finance services

Julie Smith
+352 45145 4826
julsmith@deloitte.lu

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