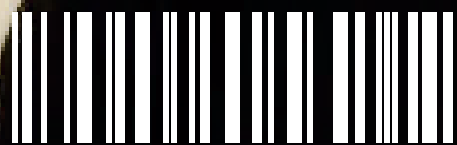


# VENTURE CAPITALIST



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**KENIX CHAN**  
CHIEF PARTNER AND  
EXECUTIVE DIRECTOR  
RAINFOREST CAPITAL

POWERED BY ASIA CEO COMMUNITY & CSUITE XCHANGE

A portrait of Kenix Chan, a woman with dark hair pulled back, wearing a black off-the-shoulder top. She is looking slightly to the side with a gentle smile. The background is a warm, out-of-focus interior.

**KENIX CHAN**  
**CHIEF PARTNER AND**  
**EXECUTIVE DIRECTOR**  
**RAINFOREST CAPITAL**

***RAINFOREST CAPITAL IS KNOWN FOR PROVIDING PERSONALIZED WEALTH PRESERVATION SOLUTIONS. HOW DO YOUR PERSONAL VALUES AND BELIEFS ALIGN WITH THE COMPANY'S MISSION OF WEALTH PRESERVATION, AND WHAT INSPIRED YOU TO FOCUS ON THIS NICHE?***

As the founder of RainForest Capital, my personal values and beliefs play a significant role in formulating RainForest Capital's mission of wealth preservation for our family members. One of my core personal beliefs is prudence. I firmly believe in taking a cautious and thoughtful approach to financial decision-making. This means carefully assessing risks, conducting thorough research, and making informed choices that prioritize the preservation of wealth over the long term. Prudence helps me resist impulsive investments or speculative ventures that may pose unnecessary risks to wealth preservation.

Another belief that guides my approach to wealth preservation is discipline. I strongly value the importance of adhering to a well-defined financial plan and maintaining a consistent investment strategy. This discipline helps me stay focused on long-term goals and resist the temptation to make short-term, emotionally-driven decisions. It also enables me to deal with market fluctuations and stay committed to the strategies that have proven successful in preserving and growing wealth for my family members.



# O V E R V I E W



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Long-Term Orientation is also a fundamental personal belief that I integrate into my wealth preservation approach. Taking a long-term view is crucial for wealth preservation. It means focusing on sustainable growth rather than short-term fluctuations. Having a long-term orientation allows individuals to weather market volatility and benefit from compounding returns over time.

Finally, Integrity is also my fundamental value. I firmly believe in acting with honesty, transparency, and ethical behavior in all financial dealings. Maintaining integrity not only fosters trust and credibility, but also ensures that wealth preservation is achieved through fair and ethical means. It is essential to me that the methods used to preserve wealth align with my core values.

My passion in providing wealth preservation services is caused by my academic and profession, my legal academic background always guided me to put safety of my family members' assets at first place which means acting with prudence while mitigating risk. In addition, my experience with international financial institutions also allows me to seek investment opportunities that will allow sustainable growth to my family members' wealth. Where necessary, we will engage external managers, like reputable investment fund houses, for their expert investment support.



**MANAGING PRIVATE EQUITY  
AND VENTURE CAPITAL  
REQUIRES A DEEP  
UNDERSTANDING OF THE  
INVESTMENT LANDSCAPE.  
CAN YOU SHARE YOUR  
PERSONAL INSIGHTS INTO  
THE MOST PROMISING  
TRENDS AND  
OPPORTUNITIES IN THESE  
AREAS AND HOW THEY  
GUIDE RAINFOREST  
CAPITAL'S INVESTMENT  
CHOICES?**

RainForest Capital believes that ongoing research and innovation to stay ahead in a rapidly evolving market is essential to wealth preservation. This involves staying abreast of market trends, new investment opportunities, and emerging technologies.


Embracing innovation, such as data analytics and artificial intelligence, can enhance investment decision-making and generate new insights. In order to stay updated with current market trends, to identify and capitalize on promising investment opportunities, RainForest Capital is committed to conduct intensive market/industry research, communicate/consult industry experts and perform risk assessment ongoingly. RainForest Capital's investment choices are made based on the results of our research and studies.

**The followings are some of our insights regarding the investment landscape:**

In recent years, the investment landscape has been significantly affected by the COVID-19 pandemic, RainForest Capital considers the healthcare and biotechnology sectors continue to present attractive investment opportunities.







Advances in medical technology, drug development, and healthcare services are driving innovation and growth. Demand for new drugs to tackle the COVID-19 pandemic, aging populations, increasing healthcare spending, and improved healthcare outcomes contribute to the sector's potential.

In addition, the rapid advancement of technology continues to reshape the investment landscape. Fintech innovations, such as robo-advisors, online platforms, and digital currencies, are disrupting traditional investment models but at the same time creating new investment opportunities. Emerging technologies like artificial intelligence (AI), blockchain, and big data analytics are also being leveraged to enhance investment decision-making and risk management.

Last but not least, Environmental, Social, and Governance (ESG) investing has gained significant traction. Investors are increasingly seeking opportunities that align with their values, focusing on companies with strong environmental and social practices, and sound corporate governance. This trend is expected to continue as sustainability and responsible investing become more mainstream.



## ***WHAT GUIDING PRINCIPLES HAVE YOU PERSONALLY ADOPTED THAT HAVE PLAYED A CRUCIAL ROLE IN SHAPING THE STRATEGIES AND SUCCESS OF RAINFOREST CAPITAL?***

Being a family office, RainForest Capital acts as general partner and legal representative of our family members, so I believe it is our duty to provide experienced and objective advice on our members' life-long investments.

First of all, putting our family members' interests first is essential, therefore RainForest Capital adopts a member-centric approach. In order to provide the best personalized wealth preservation solutions to our family members, understanding each member's needs, goals, and risk tolerance is our top priority before developing individually tailored investment strategy. Providing clear communication, transparency, and delivering excellent all round services are the key.

Secondly, acting as fiduciaries, I believe we have legal and ethical obligations to act in the best interests of our family members. This involves managing their assets prudently, avoiding conflicts of interest, and making investment decisions with care, skill, and diligence.

In addition, I strongly believe that effective risk management is crucial in preserving and growing asset value. Therefore a robust risk management framework is vital to identify, assess, and mitigate risks associated with investments. As such monitoring portfolio risk, conducting stress tests, and implementing risk controls are critical.

Finally, taking a long-term perspective is also vital. I believe Investment strategies should focus on creating sustainable value for our members over the long term rather than pursuing short-term gains. This includes emphasizing disciplined investment process, avoiding market timing, and encouraging a patient approach to investing.



## CAN YOU SHARE YOUR PERSPECTIVE ON HOW THE INDUSTRY HAS EVOLVED OVER THE YEARS, AND HOW HAVE YOUR PERSONAL INSIGHTS SHAPED RAINFOREST CAPITAL'S STRATEGIES TO ADAPT TO THESE CHANGES?

*THE WEALTH PRESERVATION INDUSTRY HAS EVOLVED SIGNIFICANTLY OVER THE YEARS IN RESPONSE TO CHANGING ECONOMIC CONDITIONS, MARKET DYNAMICS, AND INVESTOR NEEDS. HERE ARE SOME KEY DEVELOPMENTS AND TRENDS:*



### 1

#### SHIFT FROM TRADITIONAL ASSETS:

Historically, wealth preservation often revolved around traditional assets such as cash, equities, bonds, and real estate. However, with the advent of new investment opportunities and increased market volatility, investors have sought alternative options to preserve their wealth. This has led to the growth of asset classes like hedge funds, private equity, venture capital, and commodities.

### 2

#### DIVERSIFICATION AND RISK MANAGEMENT:

Wealth preservation strategies have increasingly focused on diversification and risk management to mitigate potential losses. Modern portfolio theory, developed by Harry Markowitz, has played a crucial role in promoting diversification by emphasizing the importance of allocating assets across different investments with varying risk and return profiles. This approach helps reduce the impact of a single investment's poor performance on the overall portfolio.



## 3

**FOCUS ON WEALTH TRANSFER AND SUCCESSION PLANNING:**

As demographics shift and wealth transfers from one generation to the next, the wealth preservation industry has increasingly focused on estate planning, succession planning, and intergenerational wealth transfer. High-net-worth individuals seek professional advice to ensure that their wealth is protected and efficiently passed on to future generations while mitigating tax implications.



As mentioned, RainForest Capital values the power of education and continuous learning. We are committed to staying informed about financial markets, investment strategies, and relevant regulatory changes. By continuously educating ourselves, we can make well-informed decisions and adapt our wealth preservation strategies to changing market conditions. This ongoing learning process ensures that we stay proactive in managing wealth and engage the best practices for wealth preservation.

# WHAT PERSONAL STRENGTHS AND STRATEGIES DO YOU EMPLOY TO IDENTIFY AND SECURE UNIQUE INVESTMENT OPPORTUNITIES THAT ALIGN WITH RAINFOREST CAPITAL'S MISSION?

**BELOW ARE SOME OF MY PERSONAL STRENGTHS AND STRATEGIES THAT I CONSIDER HELPFUL TO IDENTIFY AND SECURE UNIQUE INVESTMENT OPPORTUNITIES:**

I always emphasize the importance of developing strong research and analytical skills to thoroughly evaluate potential investment opportunities. This means conducting in-depth industry and company research, analyzing financial statements, and assessing market trends are determinant processes. Attention to details and the ability to identify relevant information are crucial;

After being in the industry for almost a decade, I have built a strong network of contacts within the investment community, including professionals, experts, and industry insiders. Networking can provide me with valuable insights, access to unique opportunities, and potential partnerships for co-investing or deal sourcing;

My team and myself have continuously expanded our knowledge of various markets, sectors, and asset classes. Stay updated with industry trends, macroeconomic factors, regulatory changes, and emerging technologies. A deep understanding of the market landscape help to identify niche opportunities that others may overlook;



Being patient and always maintain a long-term investment perspective. Some unique opportunities may require patience and a longer time horizon to realize their full potential. Avoid getting caught up in short-term market fluctuations and stay focused on the underlying fundamentals and growth prospects; and

Always open to collaborate with other investors or professionals with complementary skills and expertise. Pooling resources and knowledge can enhance the ability to identify and secure unique investment opportunities.



**CAN YOU PROVIDE A SPECIFIC EXAMPLE WHERE YOUR PERSONALIZED APPROACH MADE A SIGNIFICANT IMPACT ON A MEMBER'S WEALTH PRESERVATION STRATEGY?**

Certainly, let me share with you one example on how personalized approach made a significant impact on a member's wealth preservation strategy:

Imagine a high-net-worth member X had recently sold his successful business and wanted to preserve and grow his wealth for future generations. He had a diverse portfolio consisting of stocks, bonds, real estate, and other investments, but he was concerned about the potential risks and volatility in the market.

He requested specialized personal financial solutions from us. Our dedicated financial advisor then spent time with him to have a clear understanding of his financial goals, risk tolerance, and unique circumstances. We also conducted a thorough analysis of his existing portfolio, considering his cash flow needs, tax implications, and long-term objectives.





*After careful evaluation, we identified several areas where a personalized approach could make a significant impact on his wealth preservation strategy:*

*RainForest Capital recognized that his portfolio was heavily skewed towards equities, which exposed him to significant market risks. By diversifying his investments across different asset classes, including fixed income securities and alternative investments such as private equity and real estate, the advisor aimed to reduce volatility and protect against market downturns.*

*Therefore, we conducted a detailed risk assessment to identify potential vulnerabilities in his portfolio. This analysis helped determine the appropriate level of risk for his wealth preservation strategy. We recommended implementing risk management techniques such as hedging strategies and using options to protect his portfolio against potential adverse market movements.*



During the analysis we recognized his desire to preserve wealth for future generations, therefore we worked closely with an estate planning attorney to develop a comprehensive estate plan. This plan included strategies like setting up trusts, gifting strategies, and implementing tax-efficient structures to minimize estate taxes and ensure a smooth transfer of wealth to his heirs.

Upon successful implementation of our specialized personal financial solutions, RainForest Capital also committed to regular portfolio reviews and adjustments to ensure that his wealth preservation strategy remained aligned with his goals and evolving market conditions.

Through this personalized approach, we provided our family member with a robust framework to preserve and grow his wealth while mitigating risks according to his specific needs and objectives.



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## **GIVEN YOUR ROLE IN ASSET MANAGEMENT, WHAT ARE YOUR PERSONAL STRATEGIES FOR MITIGATING RISK AND ENSURING LONG-LASTING INVESTMENT GOVERNANCE FOR YOUR FAMILY MEMBERS, ESPECIALLY IN AN EVER-CHANGING FINANCIAL ENVIRONMENT?**

Mitigating risk and ensuring long-lasting investment governance in an ever-changing financial environment is one of the prime concerns for RainForest Capital. To achieve this goal, we constantly adopt the following strategies:

When formulating investment portfolio/asset allocation plan for our family members, based on their risk tolerance, time horizon, and financial goals, we always diversify investments across different asset classes, sectors, and geographic regions in order to help reduce the impact of market volatility and specific risks associated with individual investments.

Based on the actual situation, we also implement risk management techniques such as stop-loss orders, options strategies, and hedging to help protect the portfolio from significant downturns and limit potential losses.

Based on the actual situation, we also implement risk management techniques such as stop-loss orders, options strategies, and hedging to help protect the portfolio from significant downturns and limit potential losses.

Of course, conducting thorough research and due diligence on investment opportunities and managers is crucial. This includes analyzing historical performance, evaluating investment strategies, and assessing the expertise and track record of the target investments.

Upon completion of the investments, we continuously monitor the portfolio's performance, market conditions, and conduct regular reviews with members to ensure their investment objectives and risk tolerance are aligned with the portfolio's strategy.



In addition, RainForest Capital also established a strong governance framework with clear policies and procedures to ensure proper oversight and accountability. Starting with setting guidelines for risk management, defining decision-making processes, to establishing an investment committee to monitor and evaluate investment performance.

Last but not least, we also consider keeping abreast of market trends, regulatory changes, and macroeconomic factors are crucial for effective investment governance. Therefore, we continuously engage with research providers, attend industry conferences, and maintain a network of professionals in order to stay informed and make well-informed investment decisions. Where necessary, we can engage external managers, like reputable investment fund houses, for their expert investment support.



## **CAN YOU PROVIDE A CASE STUDY WHERE YOUR PERSONAL EXPERTISE AND INVOLVEMENT WERE INSTRUMENTAL IN STRUCTURING A WEALTH PRESERVATION SOLUTION THAT MET THE FAMILY MEMBER'S UNIQUE NEEDS?**

Certainly, one family member was a high-net-worth individual in his early 60s who had built a successful business empire over the years. He was concerned about protecting his wealth from potential legal claims, minimizing tax liabilities, and ensuring a smooth transition of assets to his beneficiaries.

RainForest Capital conducted an initial comprehensive assessment on his financial situation, risk profile, and goals. We discussed his concerns, evaluated his current asset structure, and identified potential vulnerabilities.

Drawing upon my expertise in legal and risk management, I recommended a tailored wealth preservation solution for him that addressed his unique needs. The solution consisted of the following key components:

Recognizing the member's concern about potential legal claims, we engaged a team of legal experts specializing in asset protection. Together, we implemented various strategies to shield his assets from potential risks. This involved creating a family limited partnership (FLP) and transferring certain assets to the FLP, which provided a legal structure to separate personal and business assets, reducing exposure to potential litigation.

In order to ensure a smooth transition of assets to his beneficiaries and minimize tax liabilities, we collaborated with estate planning attorneys to establish a comprehensive trust structure. The structure required setting up a revocable living trust, irrevocable trusts, and dynasty trusts. These trusts helped protect assets, provide for the orderly distribution of wealth, and optimize tax efficiency.

To mitigate risks associated with unforeseen events, we explored insurance solutions tailored to his needs. This included implementing a comprehensive life insurance policy that provided liquidity to cover potential estate taxes and protect the value of his estate. Additionally, we evaluated other types of insurance, such as liability insurance, to further safeguard his assets.

## STRATEGIES

Recognizing the evolving nature of legal and risk management landscapes, we committed to providing ongoing support by conducting regular reviews of his asset protection strategies, estate planning documents, and insurance coverage. We also stayed updated on legal and regulatory changes that could impact his wealth preservation strategy and proactively recommended adjustments when necessary.

Through the expertise in legal and risk management and our collaborative approach, we successfully structured a wealth preservation solution that met his unique needs. The asset protection strategies, trust and estate planning, insurance solutions, and risk management techniques provided a comprehensive framework to protect his wealth, minimize tax liabilities, and mitigate potential risks. Our family member had peace of mind knowing that his assets were safeguarded and that a clear plan was in place for a seamless transfer of wealth to his beneficiaries.

## **HOW DO YOU LEVERAGE YOUR KNOWLEDGE OF INTERNATIONAL FINANCE TO PROVIDE CROSS-BORDER WEALTH PRESERVATION SOLUTIONS FOR YOUR FAMILY MEMBERS, AND CAN YOU SHARE A CROSS-BORDER SUCCESS STORY?**

RainForest Capital considers each family member is unique and have specific cross-border considerations based on their residency, citizenship, assets held in various jurisdictions, and future plans, therefore, we will conduct a thorough assessment of his circumstances, goals, and risk tolerance before determining the most appropriate cross-border wealth preservation strategies.

International finance involves navigating complex regulatory frameworks across different jurisdictions. It is essential to have a deep knowledge of cross-border regulations, tax laws, reporting requirements, and compliance obligations. In order to ensure compliance and enables the structuring of effective wealth preservation solutions within legal boundaries, we normally will coordinate/consult with our network of international experts including lawyers, tax advisors, and financial professionals with expertise in cross-border wealth preservation. These professionals will provide valuable insights and ensure compliance with local regulations while optimizing tax efficiency and asset protection.

Finally, to ensure our wealth preservation strategies are effective and align with each member's evolving circumstances and goals, ongoing monitor and review are conducted from time to time to deal with evolving tax laws, regulatory changes, and shifting market dynamics.

Upon the completion of the preparation stage, we will develop a customized asset allocation strategy that considers global investment opportunities and diversification across different regions and asset classes. This approach helps mitigate risk, optimize returns, and aligns with his wealth preservation goals. Depending on the results of our studies during the preparation stage, an international trust maybe be established in jurisdictions with favorable legal frameworks which can provide tax advantages, asset protection, and privacy.

Identifying tax optimization strategies applicable to cross-border situations is also one of RainForest Capital prime concerns. By collaborating with tax advisors who are well-versed in international tax matters we aim to utilizing double tax treaties, tax-efficient investment vehicles, and taking advantage of tax incentives available in specific jurisdictions for our family members.

# *TAX OPTIMIZATION STRATEGIES*

## **CROSS-BORDER SUCCESS STORY:**

One success story involves a family member seeking a cross-border wealth preservation solution. The family member was located in the PRC, residing in Singapore, and owned assets in multiple jurisdictions. They had concerns about tax liabilities, asset protection, and passing on her wealth to future generations.

## **BY LEVERAGING KNOWLEDGE OF INTERNATIONAL FINANCE, WE DEVELOPED A COMPREHENSIVE CROSS-BORDER WEALTH PRESERVATION SOLUTION FOR THE MEMBER:**

**Structured an International Trust:** We established an international trust in a jurisdiction that offered robust asset protection and tax advantages. The trust allowed the member to transfer their assets into a structure that provided legal and tax benefits, while ensuring flexibility and control over their wealth.

We implemented tax optimization strategies to minimize the member's global tax liabilities. This involved utilizing double tax treaties, optimizing investment holdings, and taking advantage of tax-efficient structures and incentives in relevant jurisdictions.

We also developed a globally diversified investment portfolio that aligned with the member's risk profile and wealth preservation goals. Emphasis was placed on selecting investment opportunities across different regions, asset classes, and currencies to optimize returns and mitigate risk.

We conducted regular reviews of the wealth preservation strategy to ensure its ongoing effectiveness and alignment with the member's evolving circumstances. Monitoring changes in tax laws, regulatory developments, and market conditions are compulsory before making necessary adjustments to optimize the strategy.

The cross-border wealth preservation solution provided the member with peace of mind, asset protection, tax optimization, and a clear plan for transferring wealth to future generations. It exemplified the successful application of international finance knowledge to address their unique cross-border challenges and achieve their wealth preservation goals.

# CAN YOU DISCUSS YOUR PERSONAL VISION FOR RAINFOREST CAPITAL'S FUTURE GROWTH AND EXPANSION, PARTICULARLY IN THE CONTEXT OF EVOLVING FINANCIAL MARKETS AND FAMILY MEMBER NEEDS?

My personal vision for RainForest Capital's future growth and expansion is not only to establish us our family office as one of the most reputable international wealth preservation service providers, but also a trusted partner that meets the evolving needs of our members in the dynamic financial landscape. I believe that as a wealth preservation service provider for our family members, our vision for future growth and expansion should be aligned with the evolving financial markets and members' needs. Here's a vision that encompasses these aspects:

1

**Embrace Technological Advancements:** The future growth of a wealth preservation service provider relies on embracing technological advancements. This includes leveraging automation, artificial intelligence, and data analytics to enhance operational efficiency, streamline processes, and provide members with real-time access to their wealth information. Embracing innovative technologies enables us to stay competitive, improve servicing quality, and deliver personalized solutions;

2

**Personalization and Customization:** Members increasingly expect personalized and customized solutions tailored to their unique circumstances and goals. Our vision should prioritize the development of sophisticated profiling techniques and advanced analytics to gain a deep understanding of each member. This enables us to deliver personalized advice, asset allocation strategies, and risk management solutions that align with their objectives and risk tolerance;

3

**Global Outlook and Cross-Border Expertise:** With increasing globalization, family members have assets and interests across multiple jurisdictions. Our vision for growth should encompass the development of cross-border expertise and capabilities. This involves understanding international tax regulations, legal frameworks, and cultural nuances to provide effective wealth preservation solutions with global footprints. Expanding into new markets and establishing strategic partnerships with international experts can further enhance cross-border capabilities; and

4

**Agility and Adaptability:** The financial markets and member needs will continue to evolve at a rapid pace. We shall emphasize agility and adaptability as core values, through fostering a culture of continuous learning, innovation, and flexibility. By proactively adapting to market changes, embracing new technologies, and anticipating investor needs, we can stay ahead of the curve and maintain a competitive edge.



# ASIA CEO COMMUNITY

**ASIA CEO COMMUNITY IS A PROFESSIONAL NETWORK FOR BUSINESS LEADERS AND EXECUTIVES IN THE ASIA-PACIFIC REGION. THE COMMUNITY PROVIDES A PLATFORM FOR MEMBERS TO CONNECT, NETWORK, AND EXCHANGE IDEAS AND INFORMATION ABOUT BUSINESS IN ASIA.**

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Edited by