



ASSOCIATION FOR  
FINANCIAL  
PROFESSIONALS  

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Western NY

The AFP of Western New York presents its  
Winter Half-Day Conference 2021 Webinar Series

## **Sponsored By:**



**February 10th, 2021  
12:00pm to 1:30pm  
VIRTUAL EVENT**

**WEBINAR ACCESS DETAILS TO BE PROVIDED SEPARATELY TO EVENT REGISTRANTS**  
(This event will be the [second of three events](#) in place of our Winter Half-Day Conference)

### **THE ASSOCIATION FOR FINANCIAL PROFESSIONALS OF WESTERN NY**

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The Association for Financial Professionals of Western New York is a non-profit, educationally oriented organization, which provides a forum for the active and open exchange of concepts and techniques related to the practice of cash and treasury management. Today's membership represents a wide cross section of local industry professionals. Membership is open to individuals from businesses and non-profit organizations, financial service vendors and banks. A free flow of ideas and information is encouraged and maintained among the Association's members.

Each year, the AFPWNY bases its education program decisions on participant response to the previous year's programs. This process ensures that topics addressed during each seminar reflect the most prevalent issues, and that the information provided is on leading edge technologies. Conference attendance continues to flourish resulting from feedback received from attendees.

AFPWNY encourages member participation in the National Association for Financial Professionals (AFP). In addition to offering a wide range of continuing education opportunities, professional certification and industry standards programs, the AFP has become an invaluable resource for disciplines represented in organizational and corporate treasury areas. Together with affiliate organizations, AFP works to increase professional skills and to enhance the recognition and credibility of the treasury management profession.

## Presentation: 12:00 PM – 1:30 PM

**Topic:** 2021 Economic Update: America 2.0

**Speaker:** Jose Rasco - Chief Investment Strategist - HSBC Private Banking, Americas

**Session Description:** In 2021, we believe there will be a global and US cyclical economic rebound. Low interest rates will remain in place as fed policy should remain unchanged for 2021. New political focus from Washington DC on domestic policy. We believe equity markets will focus on moving from the COVID economy to the reopening of America. Investors should also focus on secular themes that should help drive growth with an emphasis on changing demographics, urbanizations, the diffusion and convergence of technology, and sustainability.

### Speaker Information:



#### **Jose Rasco - Chief Investment Strategist - HSBC Private Banking, Americas**

Mr. Rasco is the Chief Investment Strategist for HSBC Private Banking, covering the United States and Latin America. He is a member of the Global Private Banking Investment Committee.

Mr. Rasco has over 25 years of experience in the investment industry. He has conducted extensive research on global thematic investing and socially responsible products, as well as portfolio strategies.

Mr. Rasco's commentary has appeared in a variety of leading financial publications and media, including The Wall Street Journal, The New York Times, The New York Times Magazine, Fortune, The International Herald Tribune, CNBC, BB Radio, BBTv, BB Spanish TV, and CNN en Español.

***This Conference has been approved for up to 1.8 CTP/CCM and 1.8 FP&A recertification credits by the Association for Financial Professionals at the rate of one credit for each 50 minutes of attendance.***