

Representative Offices Outreach

19 October 2015

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- **Opening Remarks**
Bryan Stirewalt, Managing Director
- **Current DFSA Supervisory Approach**
Serdar Güner, Director
- **Compliance Trends identified across Representative Offices**
Shaikha Al Rand, Manager
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- **Future Supervisory Approach & Policy Update**

Current DFSA Supervisory Approach

Serdar Güner

Representative Offices

Representative Offices account for 16% of Authorised Firms authorised by the DFSA.



The DFSA Rulebook

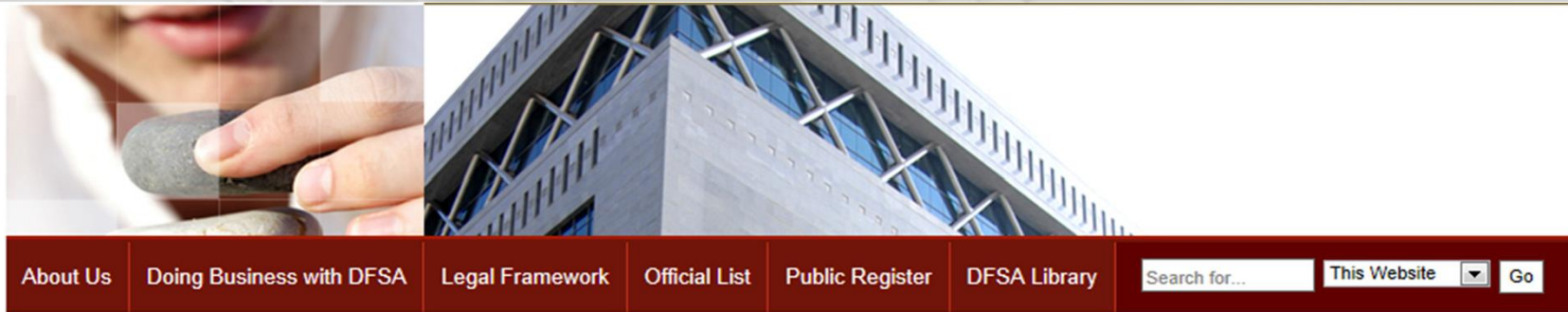
Representative Office Module

(REP)

Representative Offices are managed by the Thematic Supervision Team

Capacity	Category	Number of Firms	Percent of Team Total	Percent of Supervision Total
AF	PIB Cat 3A	16	7.8%	4.1%
	PIB Cat 3C	26	12.7%	6.6%
	PIB Cat 4	99	48.5%	25.3%
	Rep Office	63	30.9%	16.1%
Grand Total		204	100.0%	52.0%

Supervised Firm Contact Form



DFSA Alerts



DFSA Issues Alert Regarding Hazza Bin Saif Investment Group

[View alerts](#)

Contact Us

Supervised Firms

Click [here](#) to access the Supervised Firm Contact Form. This is for our current supervised Firms ONLY.

Complaints

Click [here](#) for more information on getting in touch with the DFSA.

General Enquiries

Click [here](#) for more information on getting in touch with the DFSA.

What's New

- 5 June 2013 - Public Holiday Notification
 - 5 May 2013 - DFSA Releases Key Findings of Audit Inspections
 - 2 May 2013 - DFSA Publishes its 2012 Annual Report
 - 24 April 2013 - DFSA Hosts Event on Attracting UAE Nationals into the Financial Sector
 - 23 April 2013 - DFSA Announces Appointment
- [more...](#)

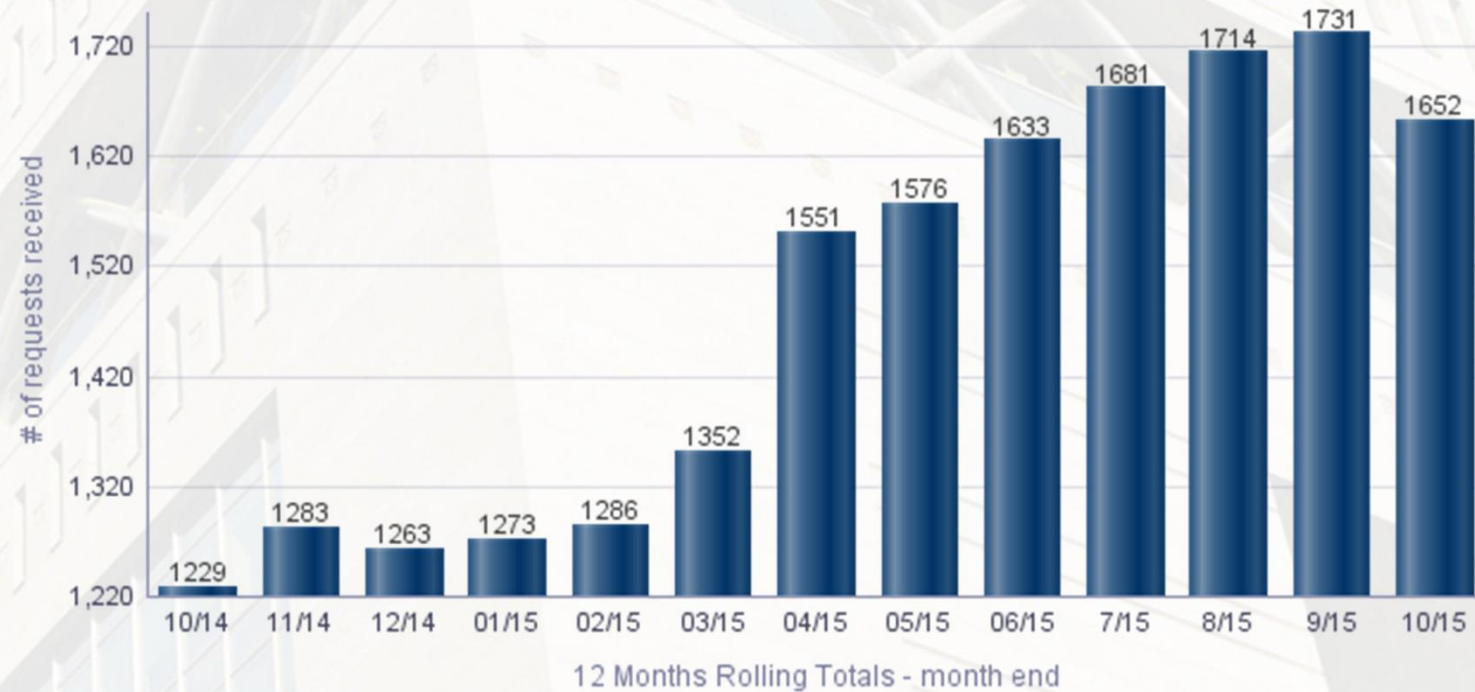
Subscribe to Updates

If you would like to receive periodic e-mails informing you of updates to the DFSA website, please [click here](#).

Investor Information

Click [here](#) for a general overview of investing and investments.

12 month rolling totals for TST enquiries



DFSA's Supervisory Approach

- Ad hoc meetings
- Risk Assessment focusing on:
 - Management systems and controls
 - Actual business undertaken, including the quality of record keeping
 - Compliance with DFSA rules
- Thematic reviews.

Main Developments

- Representative Offices FAQ Publication
- Naming Convention
Firm Name (DIFC Representative Office)
- Marketing of Foreign Exchange Products

Compliance Trends identified across Representative Offices Shaikha Al Rand

- Knowledge and Understanding of DFSA Rules
- Marketing Material Regulatory Disclosures
- Documentation
- Reporting Requirements:
 - Suspicious Activity Reports (SAR)
 - Annual CIR Return
 - Annual AML Return
- Notification Requirements:
 - Changes to Name/Legal Status
 - Changes of Office Address
 - Changes of Controllers
 - Breach of Rule or Adverse Information

Acting within Scope of Licence

- The core business of a Representative Office is to make referrals or introductions to another person and provide mere information.

- **GEN Rule 2.26**

Operating a Representative Office:

marketing of one or more financial services or financial products which are offered in a jurisdiction other than the DIFC.

'marketing' means:

(a) providing information on one or more financial products or financial services;

(b) engaging in promotions in relation to (a); or

(c) making introductions or referrals in connection with the offer of financial services or financial products;

Group Discussion on Representative Office Licensed Activities

Representative Office Quiz

1. Can a Representative Office have Clients?

2. Can a Representative Office maintain an ongoing relationship with Group Clients?

3. Can a Representative Office assist another person in filling in applications for financial products or services?

4. Can a Representative Office represent anyone other than itself or a member of its Group?

5. Can a Representative Office receive and transmit orders?

6. Can a Representative Office
provide opinions,
recommendations or specific
investment advice?

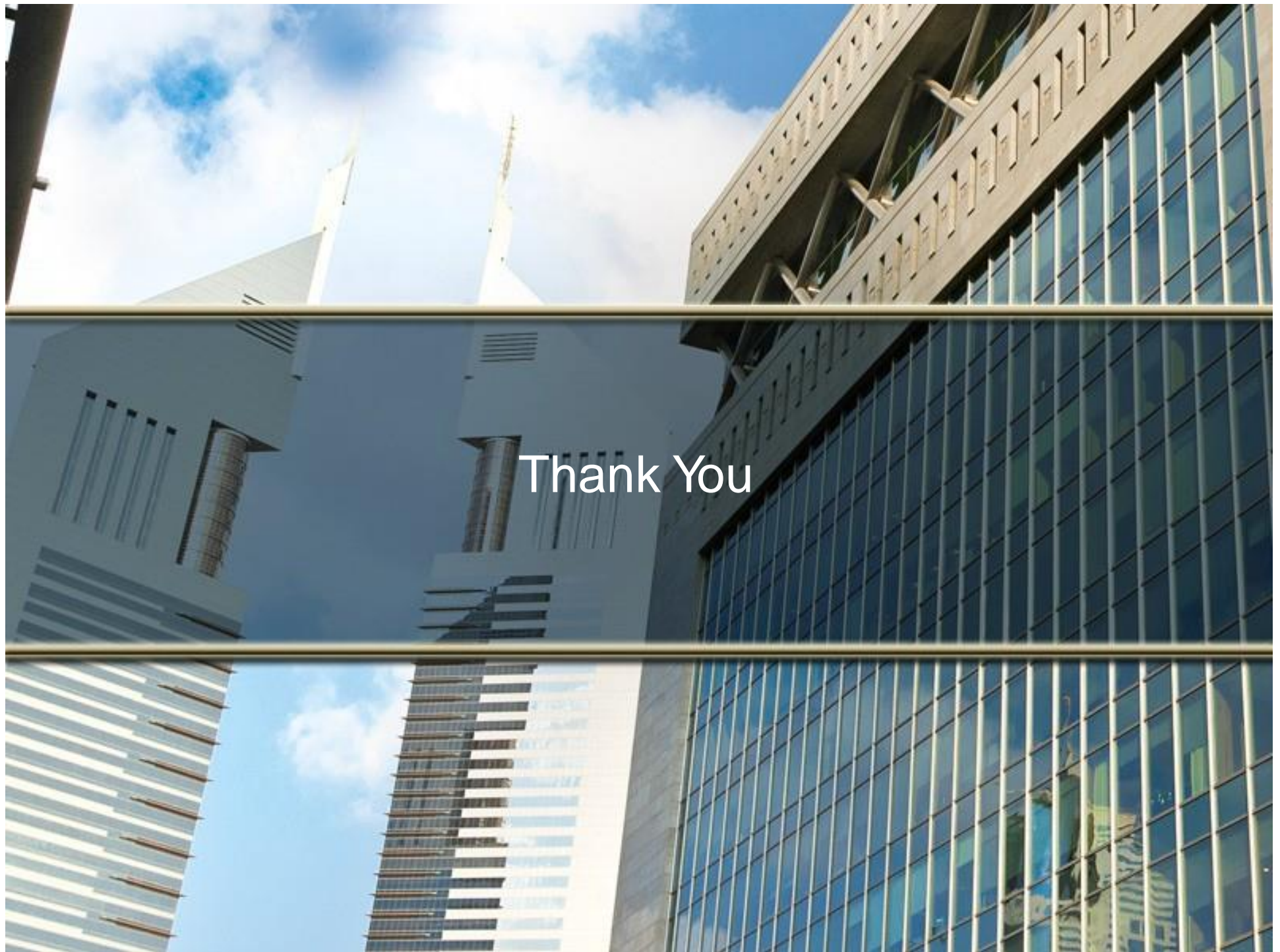
7. Can a Representative Office distribute investment research?

XYZ (DIFC Representative Office) has 20 staff that:

- market Group financial products.
- approach potential clients to open accounts with the Group
- forward account opening forms to the clients.
- are the point of contact for Group clients in the region, given their close proximity to them
- Clients usually contact the staff to ask about specific products and account related issues
- During a Risk Assessment, a staff member advised that he regularly meets with Group Clients in the region, discusses with them their financing needs and helps them with potential investments.

Is XYZ (DIFC Representative Office) acting within the scope of its licence?

Future Supervisory Approach & Policy Update



Thank You