

Staying connected, staying ahead of time

Amit Patni, director, Campden Family Connect, predicts busy days ahead as the pandemic eases its grip over the economy

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The economic revival taking place in India, triggered by pent-up demand and revenge spending, has opened up various wealth creating opportunities for Ultra High Net-worth Individuals (UHNI). Consequently, the concept of a family office is also gaining immense visibility, paving the way for a growing need for peer-to-peer networking and learning.

Amit Patni, director, Campden Family Connect, shares the venture's journey and outlook. Edited excerpts:

How was FY 2021-22 for business?

2022 marked the six-year anniversary for Campden Family Connect in India. It also marked the successful completion of more than 70 knowledge forums in India alone, both in-person and virtual. We have grown in size and reach to include 120-plus members from 16 locations, including tier-2 and tier-3 cities and various industries.

How do you see the year ahead?

We recently concluded the Indian Families in Business Forum, which was held in person. In FY 2022-23, we have many knowledge events planned. This year has seen signs of economic revival, triggered by pent-up demand and revenge spending. We saw the highest number of IPOs in India, followed by the highest number of unicorn start-ups. All these activities have paved the way for various wealth-creating opportunities for families, investors, business founders, entrepreneurs, etc. Consequently, the concept of a family office gained immense prominence, with the



**Amit Patni, director,
Campden Family Connect**

community wanting to know more about the structures, benefits, CAPEX involved, etc. Peer-to-peer networking and learning have never been more important for families as they realise the importance of having access to global best practices and knowledge.

How has Campden Family Connect added value to members over the years?

During times of crisis, it is important to stay connected with each other. We kept our members engaged and supported one another by sharing best practices across the globe. During the lockdown, Campden produced and hosted over 140 virtual formats globally. India delivered around 39 formats. We also designed dedicated sessions allowing families to meet, network and discuss in private virtual rooms. Various other engagement initiatives were also conceptualised and launched for members' benefits.

Our networking format for the year ahead will be hybrid, comprising a good mix of virtual and in-person gatherings. Our next annual flagship forum, 'Indian Families Alternative Investment Forum', will be an in-person format hosting eminent family business owners, family office principals and CIOs of single family offices •

The Campden community, comprising the world's wealthiest family businesses and family offices, has over 1,400 members across 37 countries