

A community of world's leading business families

Amit Patni, director, Campden Family Connect, shares how the community supports each other to stay one step ahead

etpanache@timesgroup.com

The past months have seen a radical shift in the way businesses function while recovering from the effects of Covid-19. In such times, learning from each other is one of the best means to adapt and survive.

Campden Family Connect (CFC) is a venture between the family office of Amit Patni, Arihant Patni and Campden Wealth, UK. It is a knowledge and networking platform for ultra-high net worth individuals (UHNIs). The global community comprising of the world's wealthiest family businesses and family offices, has over 1,400 members across five continents and 37 countries.

Amit Patni, director, Campden Family Connect, highlights why it is important to stay connected in uncertain times.

What encouraged you to bring the concept to India?

Our family was one of the firsts to set up a formal family office in India which ensures a smooth transition of wealth after our exit from the family business. Being a member of Campden Wealth, UK, I used to attend the global forums wherein I'd network with promoters of multigenerational business families and their family offices. India is globally ranked third in terms of family-owned businesses and such a platform would greatly benefit the Indian business community. So, in 2016 we entered into a joint venture with Campden Wealth and launched Campden Family Connect in India.

How has the journey been so far?

It has been a remarkable journey



Amit Patni

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over the last four years. We have concluded 30+ physical forums in eight Indian cities. This has led to our member base increase exponentially. In spite of the lockdown, we ensured that our member-community stay connected digitally. Globally, CFC

has organised more than 60 webinars and annual forums over the last five months. In October, we are hosting the flagship 'Indian Families in Business' forum.

How has CFC added value to members in the present circumstances?

During times of crisis, it is important to stay connected with each other. We kept our members engaged and support one another by sharing best practices across the globe to stay one step ahead. Going beyond the digital meetings, we have designed dedicated sessions allowing families to meet, network and discuss in private virtual rooms.