2018 New Business Development in Institutional Asset Management – Germany

2018 German Institutional Investors

July 20, 2018

Executive Summary:

This report provides detailed information from institutional investors in Germany on new business activity, number of managers soliciting, influences on external manager selection decisions, and approach to investing.

Methodology:

During the 1st quarter of 2018, Greenwich Associates conducted in-depth interviews with 240 key decision-makers at the largest German institutional investors.

The 20th annual research study covers the largest German corporate, public, and industry-wide defined benefit, defined contribution and hybrid pension funds, banks, sparkassen, foundations and churches, insurance and reinsurance companies, sovereign pension reserve funds and other nonpension institutional investors including official institutions, central banks, monetary authorities, sovereign wealth funds, and supra-nationals.

For all markets where we conduct our research we interview institutions with over €150 million in externally-managed assets. Total assets captured in Greenwich Associates' Germany research are close to €1 trillion.

Of the 240 respondents, 94% allowed disclosure of their participation and 478 allowed attribution of their individual responses.

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