2018 Manager & Product Demand in Institutional Asset Management - Asia (ex. Japan)

2018 Asian (ex. Japan) Institutional Investors

July 31, 2018

Executive Summary:

This report provides detailed information from institutional investors in Asia on managers used and products most in demand across equities, fixed income, alternatives, and specialty investments segmented by geography, type of investor and size of fund.

Methodology:

Timing: On an annual basis, from January to March, Greenwich Associates conducts in-person interviews in detail with the largest institutional investors in Asia.

Detailed interviews: Senior fund professionals were asked to provide detailed information on their investment strategies, quantitative and qualitative evaluations of their investment managers, and qualitative assessments of those managers soliciting their business.

Desktop research: In addition, a number of investors are included in this study based on information collected through secondary research and top-line interviews. Interviews were conducted in China, Hong Kong/Macau, Malaysia, Singapore, South Korea, Taiwan, Thailand, Brunei, India, Indonesia, and the Philippines.

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