Manager & Product Demand in Institutional Asset Management – Asia

2019 Asia ex. Japan Institutional Investors

June 19, 2019

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.

In 2019, we interviewed 124 institutions and covered 184 in total. In 2018, we interviewed 120 institutions and covered 183 in total. Interviews were conducted in China, Hong Kong/Macau, Malaysia, Singapore, South Korea, Taiwan, Thailand, Bangladesh, Brunei, Cambodia, India, Indonesia, and the Philippines.

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