# Manager & Product Demand in Institutional Asset Management – Japan

## 2019 Japanese Institutional Investors

December 6, 2019
Executive Summary:

This report provides detailed information from institutional investors in Japan 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:

This research is based on personal interviews conducted from April through June 2019 with 388 of the largest corporate pension funds, public pension funds, financial institutions, and Endowments & Foundations in Japan. Total fund assets were approximately ¥920 trillion.

Senior fund professionals were asked to provide quantitative and qualitative evaluations of their investment managers, qualitative assessments of those managers soliciting their business, and detailed information on important market trends.

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greenwich.com ContactUs@greenwich.com Ph +1203.625.5038