# New Business Development 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 new business activity, number of managers soliciting, influences on external manager selection decisions, and approach to investing.

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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