2013 Asian Intermediary Distribution Product Coverage and Demand

January 3, 2014

Executive Summary:

This report provides detailed information on intermediary distribution in Asia.

Methodology:

Greenwich Associates conducted phone interviews with 131 gatekeepers and 36 sales/advisory people of intermediary distribution platforms. Gatekeepers and sales/advisory people were asked to provide detailed information on their investment strategies, number of products and fund providers on platforms, and their most important factors influencing their decision to select or launch a fund.

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