

The Asian Fund Market Almanac 2009

Full of eastern promise...

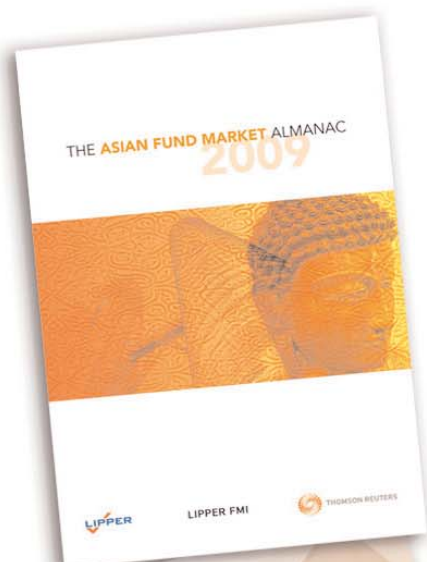
Despite stock market rollercoaster highs and lows the Asian fund industry is still vibrant. With average asset growth of 22% pa over the last 6 years, and 26% growth in the first half of 2009 alone, there seems to be enormous potential. *Lipper FMI* estimates an increase in fund market assets from today's US\$1.3trn to US\$1.9trn by 2014...a US\$600bn increase. But can new entrants capture some of this amazing activity? And can established players both defend their patch and increase market penetration? The answer to all these questions has to be a resounding "yes"!

...but watch out for pitfalls...

Asia cannot be viewed as one market to be approached with one generic strategy. Traditions, cultural values and investor behaviour varies widely from market to market, as do the inherent opportunities. To understand where those opportunities lie the *Asian Fund Market Almanac 2009* - the only comprehensive roadmap of the region - is essential reading for any fund company strategist having Asian ambitions. It will help you discover the rich and varied landscape of 12 markets, from China, a closed and underdeveloped fund market, through to Taiwan, where offshore business dominates.

...if you want to succeed...

You need to navigate your course very carefully and the *Asian Fund Market Almanac* has been specifically designed to help you. Industry developments, new products, competitors, foreign activity, market access, leading distributors, fees and retrocessions - it's all there...and more! 286 pages jam-packed with the knowledge you need to make next year's plans and activities hugely successful.



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About the Asian fund markets:

- Assets under management totalled US\$1.3trn at June 2009
- Six-year compound annual growth rate of 22%
- Estimated net sales of US\$140bn in 2008
- Estimated net sales of US\$33bn in H1-2009
- Fund penetration of household financial assets is low at just 3.7%

Who is the Asian Fund Market Almanac 2009 for?

Accessing the Asian Fund Market Almanac 2009 is the ideal way for fund strategists to get up to date with latest Asian developments. Market by market, the Asian Fund Market Almanac 2009 gives you detailed analysis and commentary on:

- Coverage includes: China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Pakistan, Philippines, Singapore, Taiwan and Thailand
- developmental drivers
- the role funds play in the savings mix
- drivers of investor behaviour
- distribution structures
- open or closed architecture
- competitor analysis – onshore and offshore
- product trends
- competing products
- fiscal and regulatory issues
- prospects for the future
- fully justified growth forecasts...
- ...and much more!

About the report:

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