

Press Release

ASIFMA Launches New Asset Management Group

Aims to act as a collective voice of the asset management industry in the region

Hong Kong, 18 February 2014 - ASIFMA, the financial industry's leading regional trade association, has today announced the launch of its new asset management group to advocate the views and interests of Asia asset managers at local, regional and global levels. ASIFMA's Asset Management Group (AAMG) is being headed by industry veteran Eugenie Shen and, at launch, has 15 members comprising many of the region's leading asset managers.

"AAMG was established to act as a collective voice of the asset management industry in the region," said Ms. Shen, Managing Director and Head of AAMG. "Its mission is to promote the development of liquid, efficient and open capital markets in Asia by harnessing the shared interests of the industry, driving consensus, developing best practices and uniform standards, and effecting change that would lead to more competition and efficient intermediation of investors in the region."

"The addition of AAMG is a major element of our expansion over the past 18 months to encompass equities, compliance, post-trade and asset management in addition to our original division for fixed income," added Mark Austen, CEO of ASIMA. "We are now a 'full service' financial association in terms of covering both buy and sell side."

AAMG will work closely with its members, communicate constructively with policy makers on regulatory issues, partner with existing associations locally and globally, and promote best practices and consistent market standards across the region.

"In terms of issues we are going to be focused on, we are looking at developing best practices and uniform standards on various types of disclosure, quicker time to market for new products, passporting of funds and other initiatives that would help promote cross-border business expansion while reducing the overall cost of doing business in multiple jurisdictions," continued Ms. Shen.

Ms. Shen is a U.S. trained lawyer with more than 30 years of private practice and in-house legal experience across a wide range of institutions, industries and jurisdictions spanning Asia, the United States, Europe and Latin America. As a former managing director and chief legal officer of PineBridge Investments (the former AIG Investments) in Asia ex-Japan and general counsel of a private equity firm, Ms. Shen has a wealth of experience in retail and private fund formations, distributions and investments, investment advisory/management issues as well as extensive contacts with regulators in Asia.

AAMG is led by a Steering Committee comprising senior representatives from each member. Key leadership includes Chairman Kai Sotorp, Group Managing Director, Head of Asia Pacific, UBS Global Asset Management; Vice-Chairman Ajai M. Kaul, Chief Executive Officer, Asia Pacific ex-Japan, AllianceBernstein; Vice-Chairman Jed Laskowitz, Chief Executive Officer Asia Pacific, JP Morgan Asset Management; and Treasurer Lachlan G. Campbell, Managing Director & Chief Operating Officer, Income Partners.

The current members of AAMG include AllianceBernstein, Amundi Asset Management, BlackRock, BNP Paribas Investment Partners, Eastspring Investments, Goldman Sachs Asset Management, Income Partners, J.P. Morgan Asset Management, Neuberger Berman, Principal Global Investors, Schroders, State Street Global Advisors, Threadneedle Investments, UBS Global Asset Management and Wellington Management.

“We are off to an excellent start with 15 global members with a very strong Asia presence and we plan to increase membership significantly over the coming months as we begin to tackle the key issues of concern among the asset management industry in the region,” concluded Ms. Shen.

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About ASIFMA

[ASIFMA](#) is an independent, regional trade association with over 60 member firms comprising a diverse range of leading institutions from banks and asset managers to law firms and market infrastructure service providers. Together, we harness the shared interests of the financial industry to broaden and deepen capital markets in Asia. ASIFMA advocates stable, competitive and efficient Asian capital markets that are necessary to support the region’s economic growth. We drive consensus, advocate solutions and effect change around key issues through the collective strength and clarity of one industry voice. Our many initiatives include consultations with regulators and exchanges, development of uniform industry standards, advocacy for enhanced markets through policy papers, and lowering the cost of doing business in the region. Through the [GFMA](#) alliance with [SIFMA](#) in the United States and [AFME](#) in Europe, ASIFMA also provides insights on global best practice and standards to benefit the region.

More information about ASIFMA can be found at: www.asifma.org