



New Study on Cross-Border Distribution of Asset Management Services

How well do you *really* know the cross-border market for investment management services? Take this short quiz and find out. (Answers below.)

1. Between Europe, America and Asia, which regions money managers saw the least need for local language proficiency when marketing to foreign prospects?
2. Which three countries are on the top five most attractive list for both European and American investment managers seeking foreign business?
3. Which country's firms are most realistic in assessing why they don't win overseas business?
4. European-based firms are following the US model of ownership, with a higher proportion being independent than five years ago...true or false?
5. Smaller firms (under \$10 billion in assets) generally don't have a material proportion of foreign clients...true or false?
6. What problem was most frequently cited by the survey participants as the main drawback in cross-border strategic alliances?

These questions illustrate just a few of the key findings available in FS Associates' study "Cross-Border Distribution of Asset Management Services 2010"

Understanding and applying this in-depth research may make the difference between success and failure for your cross-border marketing.

FS Associates has published a detailed study, which examines the current trends in cross-border distribution of money management services. We surveyed 130 money management firms located primarily in Europe and the United States as well as in Asia, Australia, Brazil, Chile and South Africa.

While the size of the firms varied, the majority of participants manage less than US \$50 billion. The objective of the survey was to focus on asset management firms with a centralized manufacturing structure. FS Associates deliberately decided to deemphasize very large money managers with a truly global presence in term of running assets as well as selling them because their issues and concerns pertaining to cross border marketing are clearly different from the ones experienced by managers with a centralized production structure.

The purpose of this survey was to ascertain the degree of commitment by different money managers towards their marketing activities abroad in view of the firms overall product distribution structure.

The study assesses and evaluates the degree of commitment by money managers toward their marketing activities abroad. It focuses on key strategic and business issues such as products offered for cross-border marketing, implementation of distribution initiatives in different markets, degree of satisfaction and success, the opportunities and challenges associated with strategic alliances, and management of foreign marketing offices.

The conclusions drawn from this study reveal a continuously strong interest towards foreign diversification in marketing asset management services.

Please click [here](#) to view the Table of Contents.

The Cross Border Services of Asset Management Services study is available for purchase for US \$1500.00.

Please click [here](#) for the order form.

1. Asia
2. UK, Netherlands, Switzerland
3. USA
4. True
5. False
6. Cultural differences leading to miscommunication