Managing International Expansion: A Strategic Framework for Investment Managers

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Executive Summary:

Investment management firms see international expansion as an important pathway to future growth. Due to the demands and complexities associated with any cross-border venture, however, asset managers should undertake an international business initiative only in the context of a thoroughly researched, long-term strategic plan.

Greenwich Associates presents a decision-making framework to guide asset management firms as they assess, plan for and execute international expansion strategies. By following this framework investment management firms will ensure that their international expansion aligns with the firm's culture and long-term goals, follows a logical path, unfolds in a consistent pattern, poses minimum risk to the existing business, and maximizes the firm's chances of success.

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