

# 2015 Japanese Institutional Investors - Competitive Positioning

March 15, 2016

Executive Summary:

This report provides detailed information on the institutional investment market in Japan including helpful benchmark data on the market position of Japanese asset managers.

Methodology:

From March through May 2015 Greenwich Associates conducted in-person interviews with 357 of the largest corporate pension funds, public pension funds, financial institutions, and Endowments & Foundations in Japan. Total fund assets were close to ¥800 trillion. Senior fund professionals were asked to provide quantitative and qualitative evaluations of their investment managers, qualitative assessments of those managers soliciting their business, and detailed information on important market trends.



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