Seeking Alpha, Nordic Institutions Move into Passive Equities and Specialized Strategies

2016 Greenwich Leaders: Nordic Institutional Investment Management

October 13, 2016

Executive Summary:

Nordea Investment Management is the 2016 Greenwich Quality Leader℠ in Overall Nordic Institutional Investment Management Service.

Nordea outpaced all rivals in quality ratings from institutional clients at a time when Nordic institutions are seeking ways to boost portfolio returns in a challenging investment environment featuring historically low—and in cases negative—yields.

As part of its 2016 Continental Europe—Nordic Institutional Investors Study, Greenwich Associates interviewed 144 institutions in Demark, Finland, Norway, and Sweden. Together these institutions manage approximately €400 billion in assets, about one-third of which is allocated to external asset management firms. Institutions were asked to name the asset managers they use and to rate the quality provided by these firms on a series of investment and service related factors. Managers with quality ratings topping those of competitors by a statistically significant margin are named Greenwich Quality Leaders.

Methodology:

Between January and April 2016, Greenwich Associates conducted interviews with 144 of the largest institutional funds in the Nordics, including corporate funds, local authorities and other institutional funds. Interview participants were asked about their investment service providers, their business practices and their future expectations.

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