2016 Japanese Institutional Investors Market Trends New Business Development

November 9, 2016

Executive Summary:

The Japanese market is characterized by very active efforts to solicit new business prospects. In the current environment, investment managers are examining the yield they realize from these efforts. This report reviews the most recent new business development trends in Japan.

Methodology:

This research is based on personal interviews conducted from April through June 2016 with 370 of the largest corporate pension funds, public pension funds, financial institutions, and Endowments & Foundations in Japan. Total fund assets were approximately ¥760 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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