



# 2017 New Business Development in Institutional Asset Management – Canada

2017 Canadian Institutional Investors

February 9, 2018

Executive Summary:

This report provides detailed information from institutional investors in Canada on new business activity, number of managers soliciting, influences on external manager selection decisions, and approach to investing.

Methodology:

This research is based on personal interviews conducted from July through October 2017 with 217 of the largest tax-exempt funds in Canada. Total assets exceed \$1 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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