

The logo is a dark red octagon with a white geometric pattern of overlapping lines. Inside the octagon, the text "AsianInvestor" is in white, with "Asian" in a standard font and "Investor" in a bold, italicized font. Below it, "ASSET MANAGEMENT" is in a bold, white, sans-serif font. At the bottom, "AWARDS 2021" is in a white, sans-serif font, enclosed within a small red rectangular box.

**AsianInvestor**  
**ASSET MANAGEMENT**  
**AWARDS 2021**

**ENTRY KIT**



## About AsianInvestor

*AsianInvestor* is the leading publication dedicated to the region's investment industry, with a particular focus on asset owners. With a daily online news service and a bi-annual magazine, it covers topics as diverse as institutional investment trends, senior asset owner interviews, alternative investments, in-house versus outsourced investing; pension reform, risk management, mutual funds and regulation across the region, including Japan and Australia. Please visit [asianinvestor.net](https://asianinvestor.net) for more information.

## About AsianInvestor Asset Management Awards

The *AsianInvestor* Asset Management Awards have been recognising the investment industry's market leaders since 2004. Each year *AsianInvestor*'s editorial team conducts an intensive analysis of the region's leading asset management service providers, fund products and asset managers, to ascertain the top organisations and best investment strategies of the previous 12 months. The winners of the Asset Services, Asset Management and Marquee categories combine strong business performance with growth and progress, measured using both quantitative and qualitative criteria.



# AsianInvestor Asset Management Awards 2020



*AsianInvestor* is pleased to accept submissions for its annual Asset Management Awards, which recognise excellence among the region's asset managers and service providers, plus the strategies and products they provide.

## AWARDS CATEGORIES

We will award asset service providers and asset managers in the following categories:

**ASSET SERVICES AWARDS**, directed towards custodians, law firms, accounting firms and index providers.

**ASSET MANAGEMENT AWARDS**, which include asset class awards, the best asset manager by market, and our marquee awards.

Please note that you **cannot** pitch for our **Asset Class Awards**; we use quantitative performance data to shortlist funds for each award and will contact the relevant asset managers directly. In addition, the *AsianInvestor* editorial team will decide the winners of the Best Fund House awards by market, using a combination of submissions and external market data.

## JUDGING CRITERIA

*AsianInvestor* will invite a panel of experienced industry participants and advisers to provide feedback on the nominations we receive, in addition to our own research. Once we have received entries, our **editorial team and judging panel** will shortlist candidates on a confidential basis. We will then interview these shortlisted candidates and confer again with the judges, before announcing the winners in late April.

We will include write-ups explaining the reasons behind each award winner in the Summer edition of *AsianInvestor* magazine.

## KEY DATES

- Submissions are due by **Friday March 26<sup>th</sup>, 2021** through the dedicated Nominations Platform.
- The period under consideration for these awards is **from Q4 2019 to February 2021**.
- If your submission is shortlisted, please expect a call from *AsianInvestor* editorial team and Judging panel in late March for a more involved pitch briefing.
- The final decision will be made by the *AsianInvestor* Editorial team and Judging Panel and announced on [asianinvestor.net](http://asianinvestor.net) in late April 2021.



# Asset Services Awards | Submission required

Our asset services awards cover custody, legal and audit services, and trading and execution.

**Third party/clients' testimonials are very important for our decision making/judging process.**

**The awards categories are as follows:**

- Best bank for cross-border custody
- Best global custodian for mutual funds (ibid, including Asia-based funds and global funds tapping Asian capital markets)
- Best global custodian for asset owners (asset servicing, clearing, settlement, cash management, data provision including performance and compliance reporting)
- Best index provider, global
- Best auditor (funds and tax)
- Best law firm for asset management, Asia Pacific
- Best data/technology services provider, Asia Pacific



## Asset Services Awards entry guidelines

### **Best bank for cross-border custody**

Please provide us with information regarding:

- Key improvements to operations (year-on-year growth in revenue and assets under custody in terms of clientele, retention of existing clients, growth in number of customers, geographic expansion, key new appointments)
- Expansion/introduction of new custody and associated services (e.g., operational changes that demonstrably benefit customers, improved speed of settlement, expansion of services from other regions to Asia Pacific)
- Key innovation / market leading actions (e.g., creating and implementing cutting edge technology and data services, leading business development in Asia)



### **Best global custodian for mutual funds**

(ibid, including Asia-based funds and global funds tapping Asian capital markets).

Please provide us with information regarding:

- Key improvements to operations (year-on-year growth in revenue and assets under custody in terms of clientele, retention of existing clients, growth in number of customers, geographic expansion, key new appointments)
- Expansion/introduction of new custody and associated services (e.g., operational changes that demonstrably benefit customers, improved speed of settlement, expansion of services from other regions to Asia Pacific)
- Key innovation / market leading actions (e.g., creating and implementing cutting edge technology and data services, leading business development in Asia)



### **Best global custodian for asset owners**

(asset servicing, clearing, settlement, cash management, data provision including performance and compliance reporting).

Please provide us with information regarding:

- Key improvements to operations (year-on-year growth in revenue and assets under custody in terms of clientele, retention of existing clients, growth in number of customers, geographic expansion, key new appointments)
- Expansion/introduction of new custody and associated services (e.g., operational changes that demonstrably benefit customers, improved speed of settlement, expansion of services from other regions to Asia Pacific)
- Key innovation / market leading actions (e.g., creating and implementing cutting edge technology and data services, leading business development in Asia)



### **Best index provider, global**

Please provide us with information regarding:

- Key improvements to operations (year-on-year growth in revenue, assets being serviced or other metrics of performance versus benchmarks, retention of existing clients, growth in number of customers, geographic expansion, key new appointments)
- Expansion/introduction of new client services (e.g., operational changes that demonstrably benefit customers, improved speed of service, expansion of existing services from other regions to Asia Pacific)
- Key innovation / market leading actions (e.g., creating and implementing cutting edge benchmarks, unique consulting/advisory work with clients to create new products/overcome regulatory challenges or expand their business development in Asia Pacific)



### **Best auditor (funds and tax)**

Please provide us with information regarding:

- Key improvements to regional business (year-on-year growth in revenue, number of clients, geographic expansion, key new appointments)
- Expansion/introduction of new advisory work regarding taxation and business structuring across Asia Pacific (case studies would be helpful)
- Key innovation / market leading actions (e.g., creating and implementing cutting edge technology and data services, new research/advisory efforts for clients, leading business development in Asia)



### **Best law firm for asset management, Asia Pacific**

Please provide us with information regarding:

- Key improvements to regional business (year-on-year growth in client advisory work, new clients engaged, internal resources, geographic expansion, key new appointments)
- Breadth of fund formation/client advisory work conducted to support asset managers/market products in Asia Pacific (case studies would be helpful)
- Key innovation / market leading actions (e.g., offering ground-breaking legal advice/lobbying that helped lead to regulatory change, support new fund products, or market innovation, or helped clients expand their businesses in Asia Pacific)



### **Best data/technology services provider, Asia Pacific**

Please provide us with information regarding:

- Key improvements to regional business (year-on-year growth in client advisory work, new clients gained, internal resources, geographic expansion, key new appointments)
- Breadth of technology/data projects conducted to support asset managers/asset owners in Asia Pacific (case studies would be helpful)
- Key innovation / market leading actions (e.g., offering ground-breaking data/technology solutions for individual clients, supporting the creation of new fund products or portfolio solutions, data/tech projects that offered demonstrably improved efficiency/time savings to clients in Asia Pacific)

## CATEGORIES

# 2. Asset Management Awards

**ASSET CLASS AWARDS | Research-driven awards | No submission required**

Our asset management awards cover investment performance, including by country and asset focus, as well as our marquee awards for asset managers.

For our public market awards, we study statistical data provided by independent third parties. Based on that analysis, we shortlist candidates, whom we then invite to pitch. For your information, the asset class categories are as follows:

- Global Fixed Income, Hedged
- Global Fixed Income, Unhedged
- Emerging Market Debt
- Japan Fixed Income
- Asian Fixed Income, US Dollar
- Asian Fixed Income, Local Currency
- Chinese Domestic Fixed Income
- Global Equity
- Emerging Market Equity
- Japan Equity
- Asia Ex-Japan Equity
- China A-Shares
- Smart Beta
- Real Estate Investment Trusts



## CATEGORIES

# 2. Asset Management Awards

### FUND HOUSE OF THE YEAR AWARDS | [Submission required.](#)

We invite submissions from businesses with local licences and locally domiciled investment products. (regardless of whether the applicant company is headquartered locally or overseas) to be named. their market's Fund House of the Year. We welcome submissions from managers of long-only, public, hedge and private funds.

**Third party/clients' testimonials are very important for our decision making/judging process**

- Australia /New Zealand
- China
- China Offshore (*mainland-based companies operating in Hong Kong*)
- Hong Kong
- India
- Indonesia
- Japan
- Korea
- Malaysia
- Philippines
- Singapore
- Taiwan
- Thailand

## CATEGORIES

### Fund House of the Year Awards entry guidelines

**Within your submission, please provide the following information (requirements valid for each country)**



Your performance and returns for 2020, relative to peers.



New products and services you have introduced in the past year.



The experience and stability of your team



Information on your participation in investor education



Your AUM and how it has changed year-on-year



The balance of your business in terms of institutional/wholesale/retail



Explain how your operation has grown local-for-local, local-for-global and/or global-for-local business lines in the past year



Examples of where and how you have been innovative in the past year



Any other relevant argument you can make for your company to be named Fund House of the Year in your market?

## CATEGORIES

# 2. Asset Management Awards

**MARQUEE AWARDS** | Submission required.

These awards recognise the leading fund managers and service providers in Asia Pacific across ESG and commitment to diversity, alternative asset classes, passive investing, and the strength of their region-wide support of institutional investors. We particularly focus on which asset managers best met regional asset owners' investment and advisory needs. Submissions are welcome from managers of long-only, public, hedge and private funds.

**Third party/clients' testimonials are very important for our decision making/judging process.**

- Asset Service Provider of the Year
- Best Business Development
- Best Real Estate Manager (*Asia Pacific-headquartered*)
- Best Private Equity Manager (*Asia Pacific-headquartered*)
- Best Private Debt Manager (*Asia Pacific-headquartered*)
- Best Infrastructure Manager (*Asia Pacific-headquartered*)
- Best Hedge Fund Manager (*Asia Pacific-headquartered*)
- Best Passive Fund Manager (*Asia-focused*)
- Best Passive Fund Manager (*Global*)
- Best ESG Strategy Adviser
- Best Asset Manager for Diversity
- Best Institutional Product/Strategy
- Asia Fund House of the Year (*must have physical presence in at least 3 markets*)
- Asset Manager of the Year

## CATEGORIES



### Marquee Awards entry guidelines

#### **Asset Service Provider of the Year**

Please provide us with information regarding:

- Year-on-year growth and client engagement, retention of existing clients, growth in new customers, geographic expansion, key new appointments
- Expansion/introduction of new services for asset owners/fund managers (e.g., operational changes that demonstrably benefit customers, improved speed of services, expansion of services from other regions to Asia Pacific)
- Key innovation / market leading actions (e.g., creating and implementing cutting edge technology and data services, leading business development in Asia, demonstrable superiority to direct rivals in region)



#### **Best Business Development**

Please provide us with information regarding:

- Business growth: how your business expanded in 2020, particularly regarding engagement with institutional clients (please include figures such as AUM, revenues, profits, numbers of net new clients, client retention etc)
- Sophistication: How your business evolved in 2020, particularly in terms of institutional client coverage (please include details on the addition of new geographies/markets, new product offerings, new mandates, additional resources to support business evolution)
- Innovation: Key innovations/developments in terms of new product offerings, services, advice, or technology that enhanced your business in 2020 and made you stand out from rivals





### **Best Real Estate Manager**

*(Asia Pacific-headquartered)*

Please provide us with information regarding:

- Business growth: details of your business growth during 2020 – in terms of AUM, revenues, profits, performance, new clients, new mandates, new products, new services, new hires and/or other measures (including figures and examples across the institutional business)
- Investing approach and returns: How your investment products excelled during 2018-2020 – including outright returns, new/innovative approaches to investment, successful divestments, successful investments
- Strategy & Innovation: changes to your business strategy during 2020 that demonstrate its improvement and innovation – e.g., personnel changes, reorganisation, use of technology or innovation, new partnerships, advice (including supporting facts and statistics)



### **Best Private Equity Manager**

*(Asia Pacific-headquartered)*

Please provide us with information regarding:

- Business growth: details of your business growth during 2020 – in terms of AUM, revenues, profits, performance, new clients, new mandates, new products, new services, new hires and/or other measures (including figures and examples across the institutional business)
- Investing approach and returns: How your investment products excelled during 2018-2020 – including outright returns, new/innovative approaches to investment, successful divestments, successful investments
- Strategy & Innovation: changes to your business strategy during 2020 that demonstrate its improvement and innovation – e.g. personnel changes, reorganisation, use of technology or innovation, new partnerships, advice (including supporting facts and statistics)



**Best Private Debt Manager**  
(Asia Pacific-headquartered)

Please provide us with information regarding:

- Business growth: details of your business growth during 2020 – in terms of AUM, revenues, profits, performance, new clients, new mandates, new products, new services, new hires and/or other measures (including figures and examples across the institutional business)
- Investing approach and returns: How your investment products excelled during 2018-2020 – including outright returns, new/innovative approaches to investment, successful divestments, successful investments
- Strategy & Innovation: changes to your business strategy during 2020 that demonstrate its improvement and innovation – e.g. personnel changes, reorganisation, use of technology or innovation, new partnerships, advice (including supporting facts and statistics)



**Best Infrastructure Manager**  
(Asia Pacific-headquartered)

Please provide us with information regarding:

- Business growth: details of your business growth during 2020 – in terms of AUM, revenues, profits, performance, new clients, new mandates, new products, new services, new hires and/or other measures (including figures and examples across the institutional business)
- Investing approach and returns: How your investment products excelled during 2018-2020 – including outright returns, new/innovative approaches to investment, successful divestments, successful investments
- Strategy & Innovation: changes to your business strategy during 2020 that demonstrate its improvement and innovation – e.g. personnel changes, reorganisation, use of technology or innovation, new partnerships, advice (including supporting facts and statistics)



### **Best Hedge Fund Manager**

*(Asia Pacific-headquartered)*

We welcome information regarding:

- Business growth: details of your business growth during 2020 – in terms of AUM, revenues, profits, performance, new clients, new mandates, new products, new services, new hires and/or other measures (including figures and examples across the institutional business)
- Investing approach and returns: How your investment products excelled during 2018-2020 – including outright returns, new/innovative approaches to investment, successful divestments, successful investments
- Strategy & Innovation: changes to your business strategy during 2020 that demonstrate its improvement and innovation – e.g. personnel changes, reorganisation, use of technology or innovation, new partnerships, advice (including supporting facts and statistics)



### **Best Passive Fund Manager**

*(Asia Pacific-headquartered)*

We welcome information regarding:

- Detail the asset growth and size of your business during 2020, including y-o-y change in AUM, the overall breadth of your product offering across passive index funds, expansion into any new markets and the make-up of platforms such as synthetic/physical:
- Describe your fulfilment of investors' needs during 2020, including client retention and acquisition, the addition of new institutional passive/factor-based fund mandates, tailored client solutions
- Outline any product innovation advances you made during 2020, such as new index or factor products, ETF listings, and the advancement of passive investment products in Asia:



### **Best Passive Fund Manager** *(Global)*

We welcome information regarding:

- Detail the asset growth and size of your business during 2020, including y-o-y change in AUM, the overall breadth of your product offering across passive index funds, expansion into any new markets and the make-up of platforms such as synthetic/physical.
- Describe your fulfilment of Asia Pacific investors' needs during 2020, including client retention and acquisition, the addition of new regional institutional passive/factor-based fund mandates, tailored client solutions.
- Outline any product innovation advances you made during 2020, such as new index or factor products, ETF listings, and the advancement of passive investment products to Asia Pacific clients



### **Best ESG Strategy Adviser**

We welcome information regarding:

- Detail how your ESG-targeted institutional business in Asia Pacific grew and otherwise changed for the better in 2020. This should include figures such as AUM, revenues, profits, additional personnel/resources, rollout of new services into the region where possible etc
- Describe how your client engagement and services expanded in Asia Pacific during 2020. This should include information on new client product/advisory mandates, plus the addition of services to existing clients (with factual and statistical support)
- Describe the ways in which your ESG offering was market leading and innovative during 2020. This should include ground-breaking services/products/technology/advice that were introduced in 2020 (with facts and figures to explain how these improved your client offering), plus details on any efforts you conducted with regulators/ governments/ industry bodies to advance ESG engagement across the investment industry in Asia Pacific.





### **Best Asset Manager for Diversity**

We welcome information regarding:

- Detail what successes your organisation has achieved in terms of improving diversity into its internal personnel/processes during 2019 and 2020. This should include gender, ethnic, social and disability diversity efforts within your organisation in Asia Pacific (with factual/statistical support)
- Describe how your organisation has sought to externally incorporate diversity considerations in 2019 and 2020. This should include information on changes to your client/vendor engagement, any changes to client product/advisory mandates, plus any diversity advisory work you have conducted with new or existing clients (with factual/statistical support)
- Describe the ways in which how your organisation has been ground-breaking/innovative in its diversity efforts, any quantifiable improvements of organisational outcomes, and details on any efforts conducted with regulators/governments/industry bodies to advance diversity across the investment industry in Asia Pacific (with factual/statistical support).



### **Best Institutional Product/Strategy**

We welcome information regarding:

- Details of why and how your firm has on a regular basis (and particularly in 2020) provided the best products, services, strategies and/or tools across various asset classes that fulfilled client needs. In particular please offer examples of specific institutional client needs, and how you met them with deals/products/strategies.
- Details of the specified product/strategy for this award, including figures such as AUM, performance etc, the motivation and purpose for the product/strategy, and how successful it was versus its originally stated objectives.
- Details of why you believe the product/strategy was innovative/successful in terms of features, structure, types of assets, types of clients involved, particularly when assessed against rival institutional solutions.



### **Asia Fund House of the Year**

(must be physically based in at least three Asia markets).

We welcome information regarding:

- Details of how your business evolved during 2020, in terms of: AUM, revenue, profits, performance, new institutional clients, new institutional mandates, new products, new services, new hires and/or other measures. Please include factual/statistical support and specific examples (across the institutional business)
- Details of changes in your business strategy in 2020 – be they through personnel changes or reorganisation, Covid-19 response efforts, or use of technology – that demonstrably improved your business and institutional client offering (including factual/statistical support):
- Details of market-leading products/service efforts in 2020, be they innovative products/service solutions being established into Asia markets, the expansion of international solutions into new individual markets, new client engagement efforts due to Covid-19, or ground-breaking technology/data solutions – that demonstrably improved your business and institutional client offering (including factual/statistical support).



### **Asset Manager of the Year**

We welcome information regarding:

- Details of your business growth in Asia Pacific in 2020 in terms of: AUM, revenues, profits, performance, new institutional clients, new institutional mandates, new products, new services, new hires and/or other measures – including factual/statistical support and specific examples. Please offer details across your institutional business
- Details of changes in business strategy in Asia Pacific in 2020 – be they through personnel changes, new strategic targets/goals, Covid-19 response efforts, or reorganisation – that demonstrably improved your business and client offering (including factual/statistical support)
- Describe how your organisation was market-leading in terms of the introduction of innovative new products/services/advice, regulator/industry association engagement, use of data and technology, to support your institutional client business (including supporting facts and statistics).



# How to submit

**Limit:** You may only submit ONE potential organisation per award category.

**Jurisdiction:** "Asia-Pacific" is defined as Asia including Japan and Australia

**Submission deadline:** Friday 26<sup>th</sup> March 2021

**Eligible period:** Q4 2019 to February 2021

**Judging period:** March. All the entries will be reviewed by the judging panel and AsianInvestor editorial team. Additional calls/interviews may be necessary for short-listed candidates at the end of March. All interviews and vetting on short-listed pitches are conducted off the- record.

*\*If you do not wish information to be included in the winner write up should you win, please mark the specific data clearly in the pitch document as confidential.*

**Winners Announcement:** Winners will be announced on [asianinvestor.net](http://asianinvestor.net) in late April 2021.

All submissions should be sent to via the dedicated nominations platform

Start a nomination for:

ASSET SERVICES AWARDS

ASSET MANAGEMENT AWARDS



# Thank you!

For further information please contact  
the ***AsianInvestor*** Awards team  
at [asianinvestor.awards@haymarket.asia](mailto:asianinvestor.awards@haymarket.asia)  
or visit [www.assetmanagementawards.com](http://www.assetmanagementawards.com)