



Enhance your Global Distribution Strategy

The rise in the volume of investable assets which has occurred over the last two or three decades is set to continue increasing in the future, and investable assets are expected to be significantly higher in 2020 than they are today.

AuM in the SAAAME economies are set to grow faster than in the developed world in the years leading up to 2020, creating new pools of assets that can potentially be tapped by the AM industry. It's time to raise your profile among global investors and increase your potential share of the investment pool.

***Global AuM will exceed \$100 tn by 2020.
Are you ready?***



***Market Research
Centre***

How well are you positioned to attract capital flows from global investors?



To capitalise on heightened interest in asset management, managers need to know which investors are best suited to their products and how to reach out to them. Investors are looking for exciting ventures that match their investment mandates.



To help you find these opportunities, PwC Market Research Centre can provide you with a market mapping of key investors (both institutional and retail), their AuM, a breakdown of their institutional asset allocation and a market mapping of retail investors in each target market.



According to the UNCTAD 2014 World Investment Report, South Africa has the potential to strongly appeal to foreign investors compared to other countries in the world.

Is your global footprint producing the expected growth?



It is important to position your products in the markets in relation to competitors and your track record in the context of overall fund sales volumes and growth trends.



We can help you develop a market entry strategy, complete with a mapping of potential distribution channels and target investors, both retail and institutional, likely to be interested in your product. Additionally, we can give you an overview of investor segment dynamics and a prioritisation and the top investors in your market.



This year, foreign direct investment in Africa will rise to \$73.5 billion, according to the World Bank.

To expand your reach, it's important to understand which territories you should focus on...



Discovering where to direct your resources and marketing efforts is essential.



As part of your market entry strategy, PwC Market Research Centre will compose a list of countries you should target. For each country, we will provide you with a customised market briefing including the evolution of AuM and asset class breakdown over the last three years, the number of funds, and the development of cross-border funds.

...and where to distribute your products?



Knowing the optimal channels for distribution in target countries can help you streamline your sales models and strategy.



We can analyse the distribution channels and requirements for client services and sales models in your target countries and provide you with a list of third-party marketers.



Due to illiquidity in the capital markets, private equity investment is currently the most interesting form of investment for foreign investors. In 2013, research by the Emerging Markets Private Equity Association showed that for the first time, those polled considered sub-Saharan Africa to be the most attractive investment region.

Going abroad requires more than targeting investors. To succeed in foreign markets you must have a thorough understanding of the set-up costs, distribution costs and regulatory and compliance costs in targeted territories.



In collaboration with in-house regulatory and tax experts, the PwC Market Research Centre can identify the revenue and cost streams and design the most tax efficient corporate and contractual model for entering a market. We can provide a total cost overview including set-up costs, distribution costs, and regulatory and compliance costs.



And finally, you must have a sound knowledge of the regulatory and tax regimes in those countries.

PwC Market Research Centre can collaborate with regulatory and tax experts at PwC in order to provide you with a full understanding of the regulatory and tax regimes in any of your target markets. Together, we can analyse the market practices, tax environments and regulatory frameworks in your target markets in order to design the features of the most efficient investment vehicle(s) (segregated accounts/legal vehicle, domestic/offshore vehicle, corporation/contractual scheme etc).

We can help you create a winning Market Entry Strategy

To build your market entry strategy, PwC will analyse the market practices, tax environments and regulatory frameworks in your target markets in order to design the features of the most efficient investment vehicle(s). We will also provide you with a total cost overview including set-up costs, distribution costs, and regulatory and compliance costs.

PwC Market Research Centre Moving asset managers beyond their borders.

PwC Market Research Centre is a multi-purpose entity composed of analysts, experts and economists who can assist you in expanding your reach to the world beyond your borders.

Our team is committed to delivering the highest quality of market research to our clients through an environment that fosters intellectual scrutiny and demonstrates an ongoing commitment to remain at the forefront of the industry.

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