



Joint Media Release

**SMU's Business Families Institute to conduct pioneering research
on the emerging investment strategies of business families
targeted at building capabilities for the external asset management industry**

Two-year study and fellowship made possible by research gift from Sino Suisse Capital

Singapore, 9 September 2020 (Wednesday) – Singapore Management University's (SMU) Business Families Institute, or BFI@SMU, today announced that it will embark on a two-year research on emerging investment strategies of business families. The study aims to generate insights into family businesses' wealth creation, preservation and management both in Singapore and internationally; as well as identify the needs of the external asset management (EAM) industry and uncover the skills gaps of investment managers and family advisers in serving family business firms.

The study, which will help to deepen the knowledge and skills of the asset management industry, is believed to be the first of its kind. The knowledge generated will not only enhance the service and support that investment managers can give to their family business clients in Asia, but will also shed light on the viability of a professional and sustainable EAM industry in Singapore, with the aim of making it world class.

SMU will also establish the Sino Suisse Fellowship to drive impactful and industry-relevant research that is crucial to improving the understanding of businesses, particularly family firms. The Fellowship will support outstanding SMU faculty members over the next two years for their work and research on topics relevant to family businesses.

Both initiatives have been made possible by a S\$400,000 research gift from Sino Suisse Capital Pte Ltd.

Professor Annie Koh, SMU's Vice President for Business Development, and Academic Director of BFI@SMU, said, "As business families transcend from one stage of development to the next, their needs evolve to become more complex. As such, it is important that wealth advisors understand the intricacies of family investment, and intergenerational wealth planning and transfer."

"We are grateful to Sino Suisse Capital for this research gift and the support provided by founder and CEO, Mr Albert Liu and his team. On one hand, this study will enable us to uncover the needs and challenges facing family firms in the areas mentioned above; on the other hand, the asset management industry will also gain insights into which and how skills capabilities of asset managers can be enhanced to help them better serve the Asian clients who may manage their investments through multiple vehicles. These may include single / multi-family office, corporate venture capital, variable capital company or even venture debt with the help of an independent advisory," she added.

Mr Albert Liu, CEO and Founding Partner, Sino Suisse Capital Pte Ltd, said, "After observing the evolution of the asset management industry over the years, we are confident that there are large potential and growth opportunities within this industry. With an aim to develop a professional and sustainable external asset management (EAM) industry in Singapore, we are proud to partner

BFI@SMU in this study and are dedicated towards providing continuous support to SMU for its excellent work in conducting relevant and impactful research.”

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About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU’s mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU’s education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors, masters and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public sector. SMU’s city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. www.smu.edu.sg

About Business Families Institute @ SMU

SMU established the Business Families Institute (BFI@SMU) in August 2012 in response to the growing needs of business families in Asia. Since 2010, SMU had recognised the emergence of Asian business families and discerned that they require specifically contextualised thought leadership and applied knowledge.

With this in mind, BFI@SMU intends to collaborate with various partners, academic or otherwise, to be a knowledge leader in Asian business family-related education, engagement and research. The Institute will address business family-specific issues such as family, ownership, business succession and governance. The vision of BFI@SMU is to facilitate business families in Asia to develop, harness and leverage their family and financial capital across generations. <http://bfi.smu.edu.sg/>

About Sino Suisse Capital

Sino Suisse, founded in 2017, is one of the biggest and leading EAMs in the region by total assets under management, surpassing the US\$3 billion mark. The firm provides investment advisory, portfolio management, and wealth planning services to ultra-high-net-worth individuals and families. Sino Suisse is on an expansionary path and aims to double that figure by the end of 2021.

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