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The two-year study will be conducted by the Singapore Management University's Business Families Institute.



Singapore's Sino Suisse Capital has channelled SGD 400,000 (\$252,590) towards studying the emerging investment strategies of Asian business families.

The two-year study will be conducted by the Singapore Management University (SMU)'s Business Families Institute. It will generate insights on how family businesses create, preserve and

manage their wealth in Singapore and internationally, the firms said.

It will also reveal the skills that investment managers and family advisors lack, and the wider needs of the external asset management industry.

In addition, the Sino Suisse Fellowship will be established to support SMU faculty members' work and research relevant to family businesses, over the next two years.

Credit Suisse recently found that Asia's family-owned businesses outperformed non family-owned ones in 2020's first half.

The differential was 5.1% in Asia-ex Japan, and 30.1% in Japan alone, although the country made up a small portion of the overall universe.

Annie Koh, SMU's vice president for business development and academic director of the institute, said Asian business families may manage their investments through multiple vehicles.

These include single or multi-family offices, corporate venture capital, variable capital companies and venture debt, with the help of an independent advisory.

Koh said: 'As business families transcend from one stage of development to the next, their needs evolve to become more complex.'

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‘As such, it is important that wealth advisors understand the intricacies of family investment, and intergenerational wealth planning and transfer.’

Sino Suisse CEO and founding partner Albert Liu said it hopes to develop a professional and sustainable EAM industry in Singapore.

‘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,’ he said.

Liu founded the independent asset manager in 2017 after a 17-year career at UBS. He was the Swiss giant’s country team head for China in its global ultra-high-net-worth division, at the

time of his exit.

Sino Suisse provides investment advisory, portfolio management, and wealth planning services to UHNW individuals and families.

The firm currently has over \$3bn in assets under management and aims to double this figure by end-2021.