

Developing the Harvest brand and offering for global investors

Ashley Dale of Harvest Global Investments discusses the firm's offering and core capabilities, and explains how it is looking to help bring China to the world.

Founded in 1999, Harvest Global Investments was at the early stages of the development of mutual funds in mainland China.

It now has offices in 10 cities in the mainland, and more than USD100 billion in AUM, primarily from institutional mandates.

In Hong Kong, the firm's USD6 billion in AUM is invested in a mix of different vehicles and asset classes.

The plan now, says Ashley Dale, chief business development officer and chief marketing officer, is to develop the firm's international offering, building on new offices in New York and London in recent years, with investment licenses in both locations.

"The initial focus is on the branding, to build awareness of who Harvest is, and overcome the trust hurdle," explains Dale.

GLOBAL GROWTH

Broadly, Harvest is looking at Asia, Europe, the Middle East and Africa, and the US.

Closest to home, in Asia, the firm already has quite a strong presence, mostly with Chinese buyers. Although this has mainly been institutional money to date, Dale says it is getting more and more traction with private banks and family offices.

The key markets in Asia include Japan, Korea, Taiwan, Hong Kong, Singapore and Australia.

"This is a gradual process, including efforts to try to get onto the database of consultants to grow our appeal to an institutional audience," he adds. "There are also funds listed in Hong Kong for the wholesale market."

Meanwhile, the firm covers Europe, the Middle East and Africa out of its London



ASHLEY DALE
Harvest Global Investments

office – from where a number of UCITS funds focused on Chinese fixed income and equities are on track to be launched in the coming months, says Dale. ■