

Harvest Global Investments plots growth path

In a video interview, Ashley Dale explains how the asset management firm is further developing its offering and core capabilities to capture the increasing fund flows into and out of Mainland China.

Founded in 1999 in Beijing, Harvest Fund Management has grown to become one of the top five asset managers in China, with a strong focus on equities and fixed income in particular.

Out of Hong Kong, meanwhile, Harvest Global Investments, set up in 2008, runs the international side of the business. This targets a combination of onshore Chinese clients who are looking for diversification outside of the Mainland, as well as international clients based in Europe, the US and Asia, for example, which want exposure to Chinese and Asian equities and fixed income.

The plan now, says Ashley Dale, chief business development officer and chief marketing officer, is to develop the firm's international offering to attract more institutional and private banking clients.

This will be achieved by building on new office openings in recent years in New

York and London, with investment licenses in both locations.

KEY POINTS OF DIFFERENCE

According to Dale, Harvest Global Investments differentiates itself from other funds looking to access the China opportunity – both the local Chinese competition and international players.

And its depth of research and coverage provides the firm with a knowledge of the local market which is key in delivering its intended offering.

Where the firm certainly has a first-mover advantage, he explains, is in terms of its overseas business – in Hong Kong, London and New York – where it already has ETFs and onshore products established.

In Europe, meanwhile, there is a series of Luxembourg-based UCITS.



ASHLEY DALE
Harvest Global Investments

Overall, Dale says this gives the firm a branding advantage – as well as a product one – over local peers. ■