

Helping Asian clients by structuring their alternatives

In a video interview, Stuart Dowding of First Names Group elaborates on how the firm helps Asian clients in their investment portfolios by structuring their alternative assets.

As a firm that is primarily a trust and corporate services provider for HNW and UHNW individuals, First Names Group offers a variety of structures to meet clients' needs.

The name came about because the business is based on people, explains Stuart Dowding, managing director for the Hong Kong office.

This starts with getting the right people to work for the firm, he adds.

A FIRST-NAMES BASIS

With 14 offices around the world, a key advantage is being able to take advantage of the know-how and experience elsewhere within the organisation.

Overall, Dowding believes that the firm's size, brand, reputation and independence are some of the main factors why clients choose to work with First Names Group. "We want to attract the right kind of clients."

In line with its heritage and value proposition, the firm also takes pride in the level of personal commitment it brings to its work. "We are a direct, people-centric business," explains Dowding. "All my clients have my personal mobile number and are welcome to come and see us whenever it suits them."

CAPITALISING ON HONG KONG

In terms of market opportunities in Asia, Dowding says that the amount of assets and wealth generation in the region are on the rise, which is exciting to see within a market that is still evolving.

"What you can guarantee," he adds, "is that Hong Kong will [develop] in a quarter of the time that it took for other jurisdictions to achieve the same thing. There is a real enthusiasm and drive here to get things done."

Elaborating on the firm's priorities in Asia, Dowding says that these include



STUART DOWDING

First Names Group

keeping current clients happy and satisfied; strengthening relationships within the market; and also building new business. ■