

The background of the top section of the page is a photograph of a modern skyscraper with a glass facade, viewed from a low angle looking up. The building's lines converge towards the top of the frame. The sky is a clear, light blue.

# Credentials

Investment management and funds

FINANCIAL SERVICES

Equity market strengthening has given the sector some respite and improved profitability but the outlook remains challenging. Real focus is needed on future strategy, core competencies and how companies can strengthen their client service. Pressures from regulators and clients leave no room for complacency as the industry evolves in a critical marketplace where trust has to be re-established, particularly in the retail area. Institutional buyers are also becoming increasingly demanding and are seeking out-performance, not just relative but actual.

### **KPMG's Industry Focus**

KPMG was among the first networks of member firms to meet the needs of multinational investment management and funds organizations across national boundaries and we continue to be one of the industry's top international advisers. Our teams of member firm professionals have an in-depth knowledge of the investment management and funds industry providing practical, value added assistance to their clients. Our member firms have almost 10,000 Financial Services employees worldwide and over 1,000 of these work in the investment management and funds sector.

Developments such as the US Sarbanes-Oxley Act, Corporate Governance, Tax and IFRS (previously IAS), for example, have far-reaching implications for the sector and give rise to an array of issues which need to be dealt with as a part of a coordinated approach.

Global investment management and funds businesses need to think and act across borders as well as nationally. They need professional advisers who work in the same way, which is why KPMG coordinates its services through the three operating regions of EMA (Europe, Middle East & Africa), Asia Pacific and the Americas, coordinated within our global network of firms.

This cohesive approach provides our member firm clients with a well-established service in all their markets. It gives them access to professional assistance which is characterized by



entrepreneurial flair, commitment to national markets, and an understanding of the commercial and cultural differences between each country. The result is a focus on the issues that really matter.

Please visit [http://www.kpmg.com/financial\\_services](http://www.kpmg.com/financial_services) for more information on KPMG's Global Financial Services practice.

### **Thought Leadership**

All our thought leadership documents are available free of charge in hard copy by e-mailing [distributionpublications@kpmg.co.uk](mailto:distributionpublications@kpmg.co.uk) or in soft copy by visiting [www.kpmg.com/financial\\_services](http://www.kpmg.com/financial_services).

#### ***Raising the performance bar: challenges facing global investment management in the 2000s***

In collaboration with the think-tank CREATE, this report presents the third in a series and aims to identify the means by which investment managers are raising the performance bar in a low nominal return environment. The survey reports the views of CEOs, CIOs and executive directors from over 300 investment management firms around the world, collectively managing funds of over 25 trillion Euros.

#### ***The State of the Investment Management Industry***

This regular publication provides an overview of the current issues and trends within the industry, including fund statistics, consolidation and convergence, marketing and distribution, bank and insurance fund activity, the international arena and technology and legislative matters. Regional analysis is published in each of our three operating regions of EMA (Europe, Middle East & Africa), Asia Pacific and the Americas.

#### ***State of the Alternative Investment Industry, Offshore***

This regular publication provides an overview of the current issues and trends within the alternative investment industry.

#### ***Frontiers in Finance***

Published three times a year, this is KPMG's Financial Services flagship publication which brings together the insights of our member firm professionals around the world to provide informed perspectives on the critical issues facing financial services organizations.

#### ***Insurance Accounting under IFRS***

This publication is aimed at organizations preparing to implement the requirements of IFRS 4. It provides an overview of IFRS 4 and selected sections of other IFRSs applicable to insurers.

### **KPMG's Banking Insider**

KPMG's Banking Insider delivers focused, easy-to-access news, information and analysis directly to registered individuals by e-mail. The service's wide-ranging content on the investment management and funds industry includes accounting, tax, and regulatory issues; technology and consumer trends; management issues; and economic news.

Signing up for Insiders is free – please logon at [www.kpmginsiders.com](http://www.kpmginsiders.com).

### **Sponsorships**

KPMG's commitment to the industry means that our global network of professionals is involved with many industry organizations and regularly sponsors market leading events.

### **Fund Forum**

KPMG International sponsors the hugely successful Fund Forum which attracts over 1,000 senior fund management executives from over 30 countries. KPMG has considerable involvement in the structure and presentation of the conference including running workshops prior to the main conference on the hot issues of the day and providing speakers and chairpersons throughout the conference program.

### **Investment and Financial Services Association (IFSA)**

KPMG in Australia is sponsor of the IFSA conference that is held annually for Managed Funds clients. This event attracts all levels of CEOs, CFOs, COOs through to Analysts, Compliance Managers and Fund Accountants, and attracts over 600 delegates. As sponsor, KPMG hosts the Hot Topics session and provides keynote speakers.

### **GAIM conference**

KPMG member firms play an active part in this alternative investment conference which is the pre-eminent European meeting place for participants in this growing industry, attracting over 800 delegates.



### **MarHedge conference**

This conference is the key hedge fund event, held every year in Bermuda, and is attended by over 1,000 delegates. KPMG's Investment Management practice profiles its services at this event.

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