

# How to market a fund domicile a Luxembourg experience

**19. Basler Fondsforum**  
**January 17, 2019**

Camille Thommes - Director General, ALFI

1.

**about ALFI**

- Founded in 1988, non-for-profit organization, FTE:27
- More than 1,400 members
- Representative body for the Luxembourg investment fund community:
  - Luxembourg-domiciled investment funds
  - Asset Managers and management companies
  - Service Providers
  - Associate members based in other jurisdictions

- Shape regulation
- Help members capitalise on industry trends
- Foster dedication to professional standards, integrity and quality
- Promote the Luxembourg fund industry

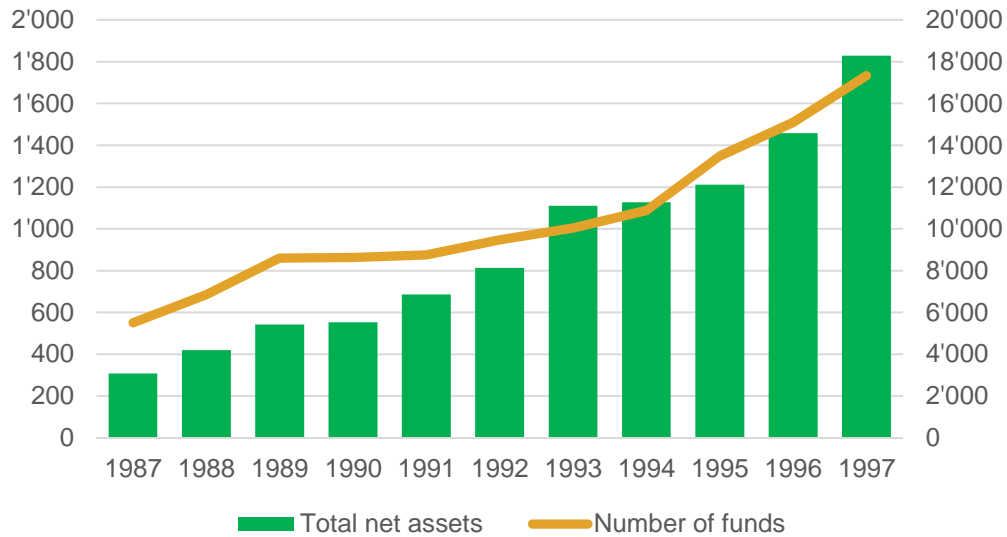
2.

**Market perspective**

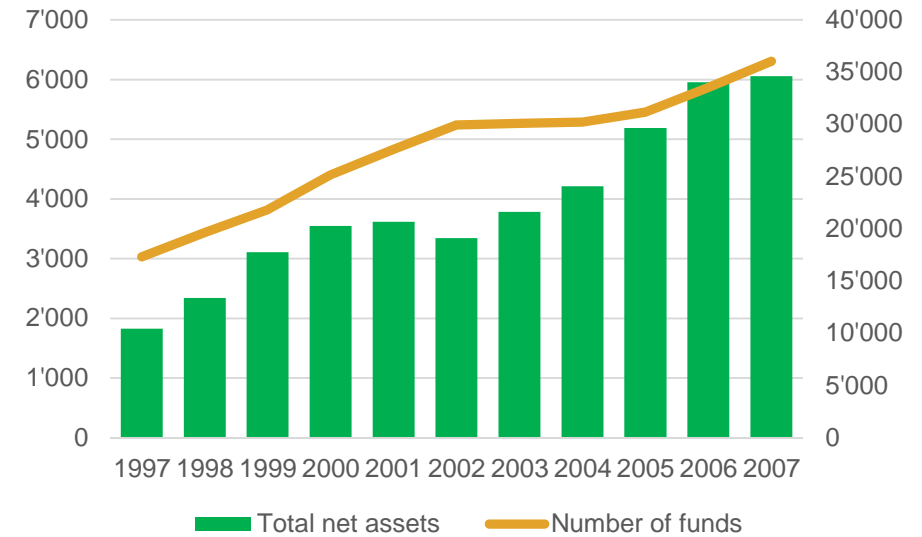
# UCITS - growth of AUM (€ bn) and # funds - 3 decades



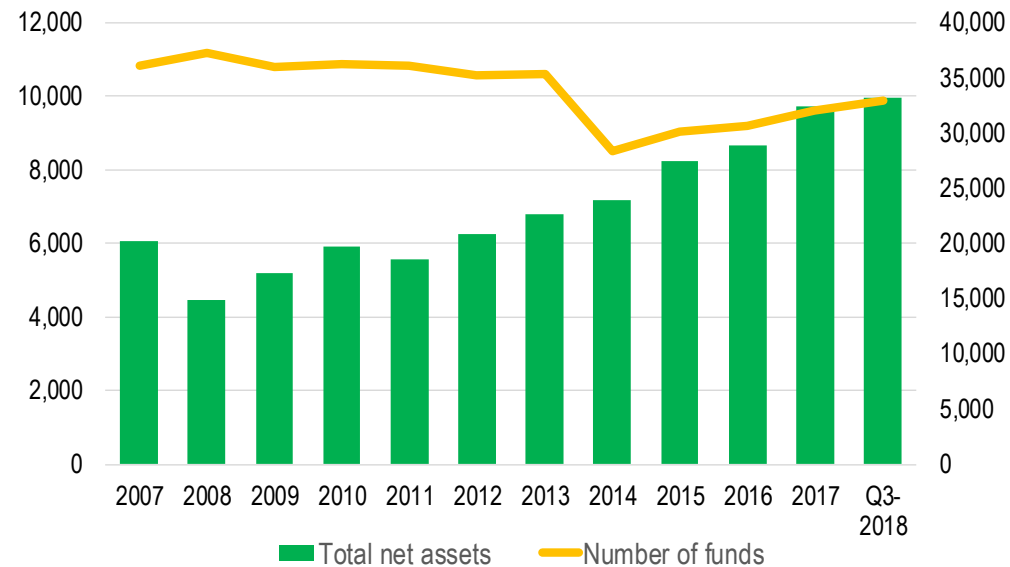
### 1st decade



### 2nd decade



### 3rd decade

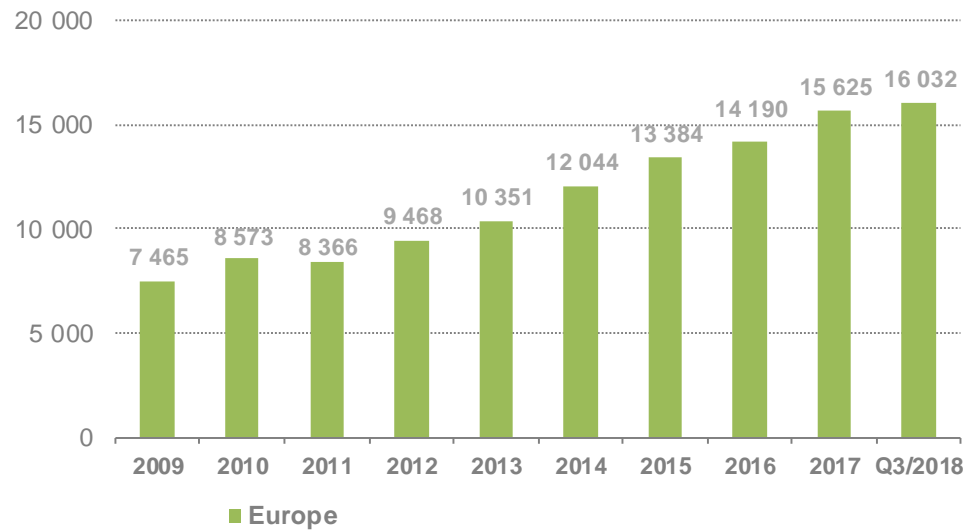


# European fund industry over the last 10 years

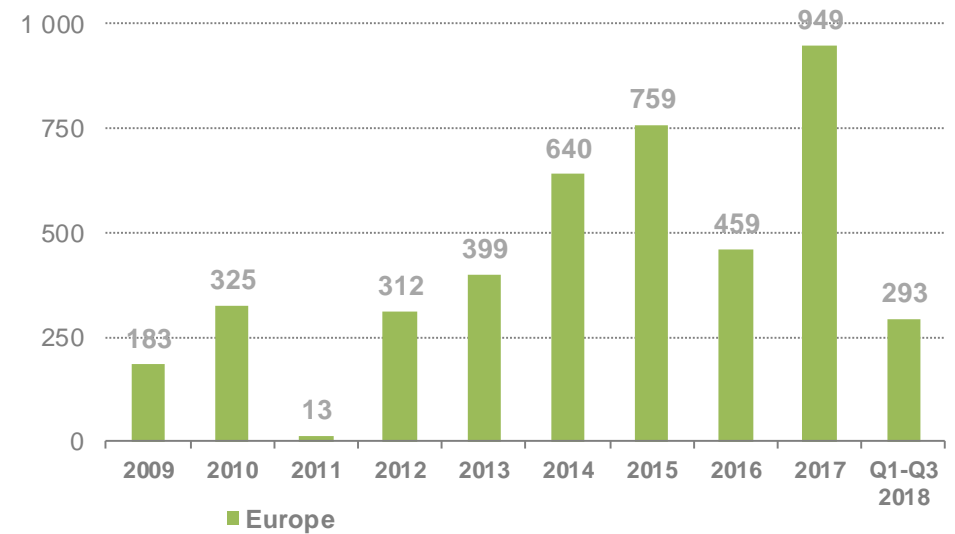


## Net assets and sales

### AuM, UCITS and AIFs(\*)



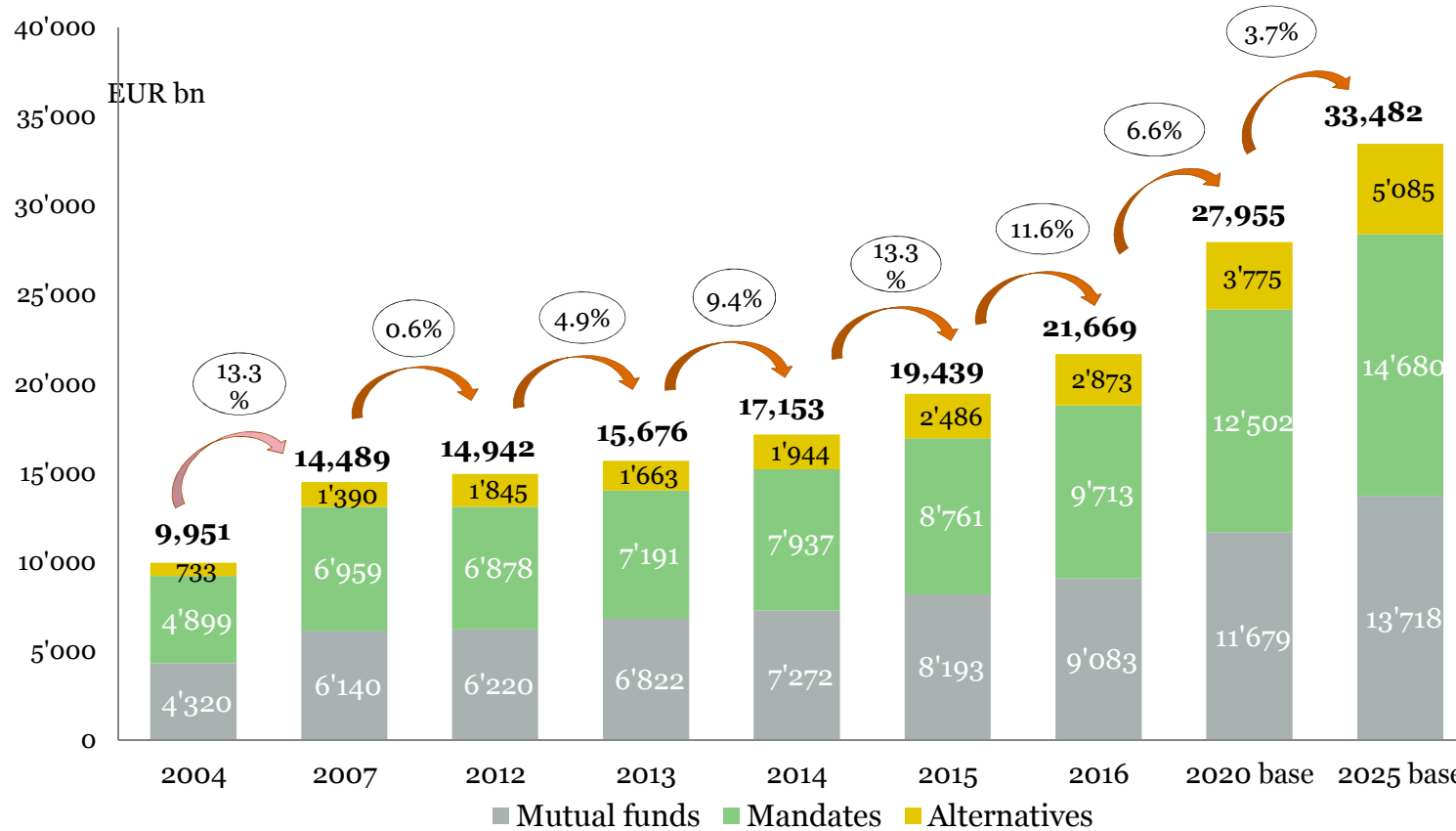
### Net sales, UCITS and AIFs



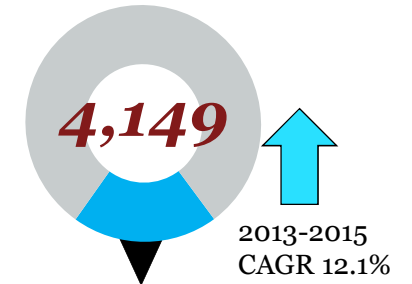
Figures as at September 30, 2018 Source: EFAMA

# Europe - strong growth in the AM industry

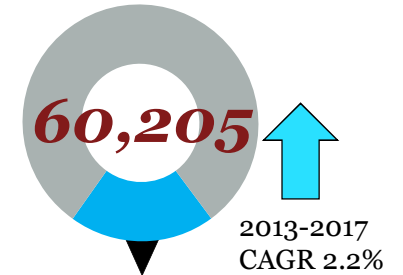
Total AuM of European asset under management



Number of asset management companies

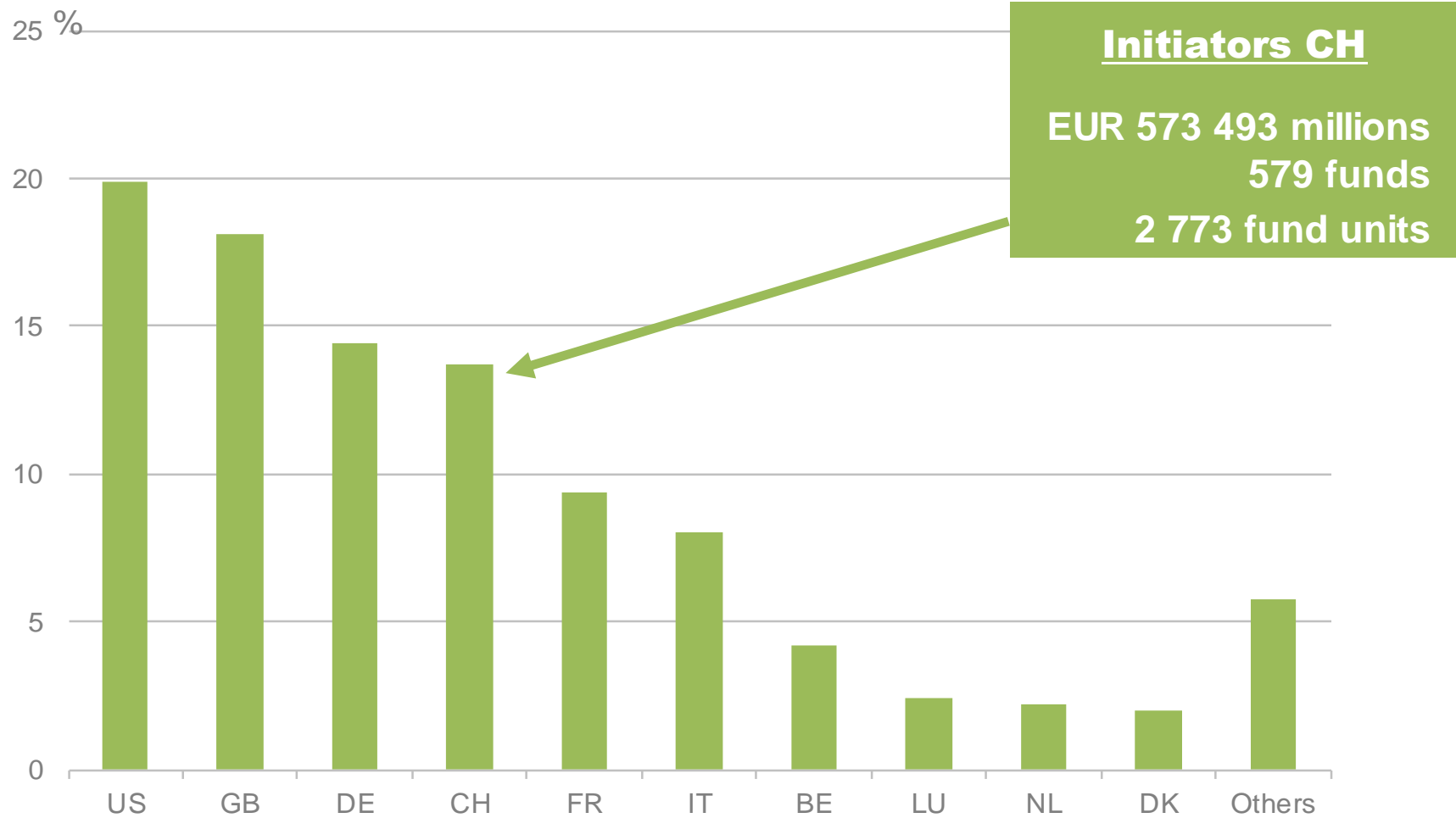


Number of mutual funds





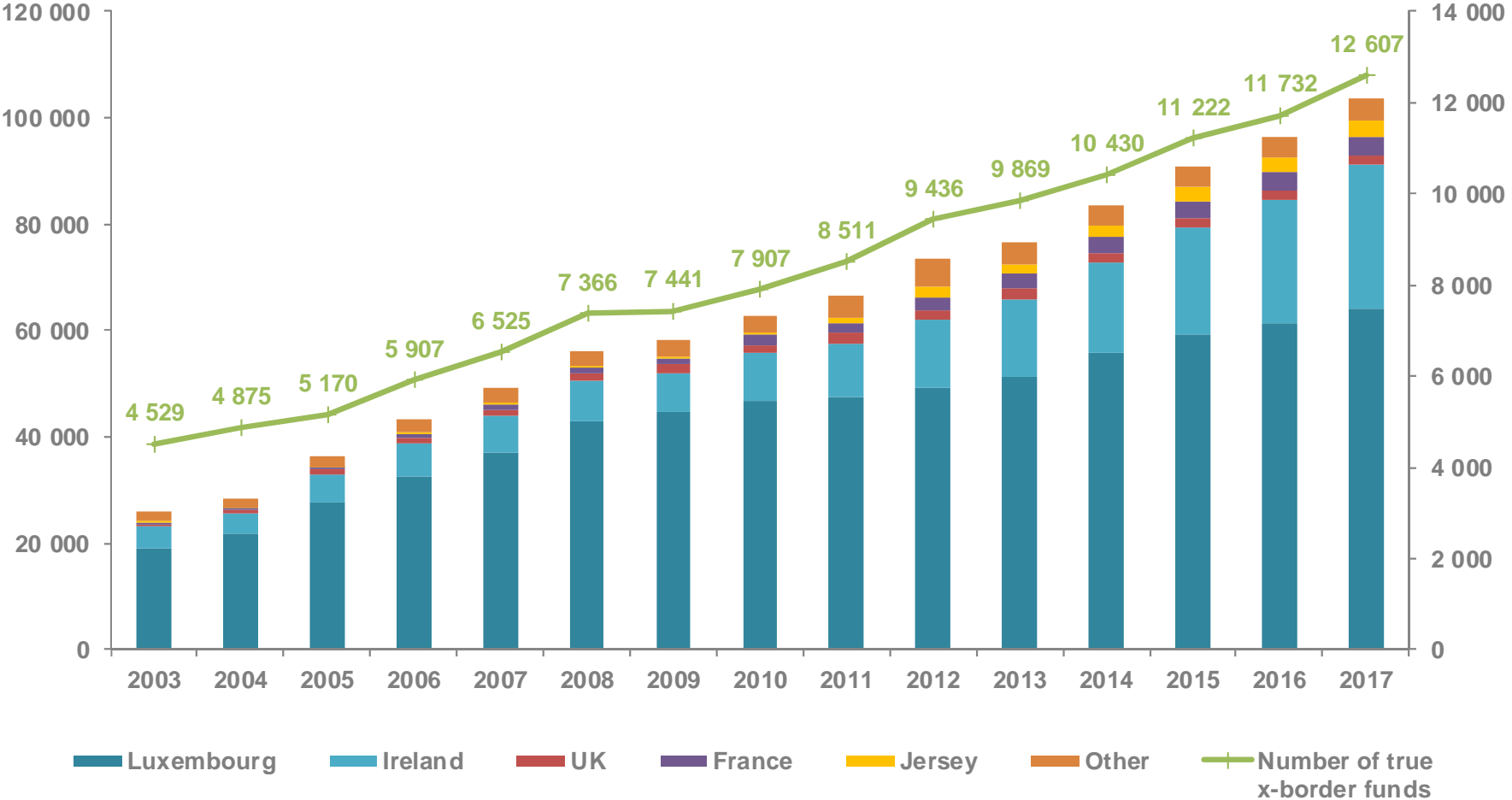
## Market shares of initiators by country in terms of AuM



# Evolution of cross-border fund distribution

Number of cross-border registrations  
 CAGR over 10 years: 7,7%

Number of cross-border funds  
 CAGR over 10 years: 6,8%



Source : Lipper LIM & PwC analysis as at December 31, 2017 (Poster PwC 2018)



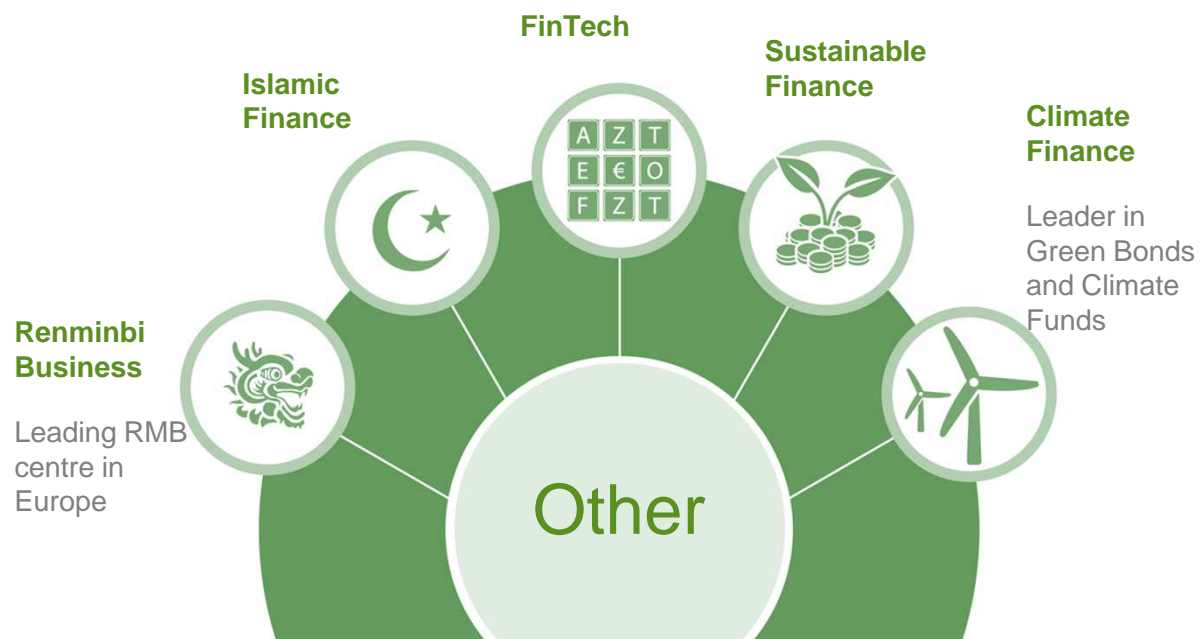
3.

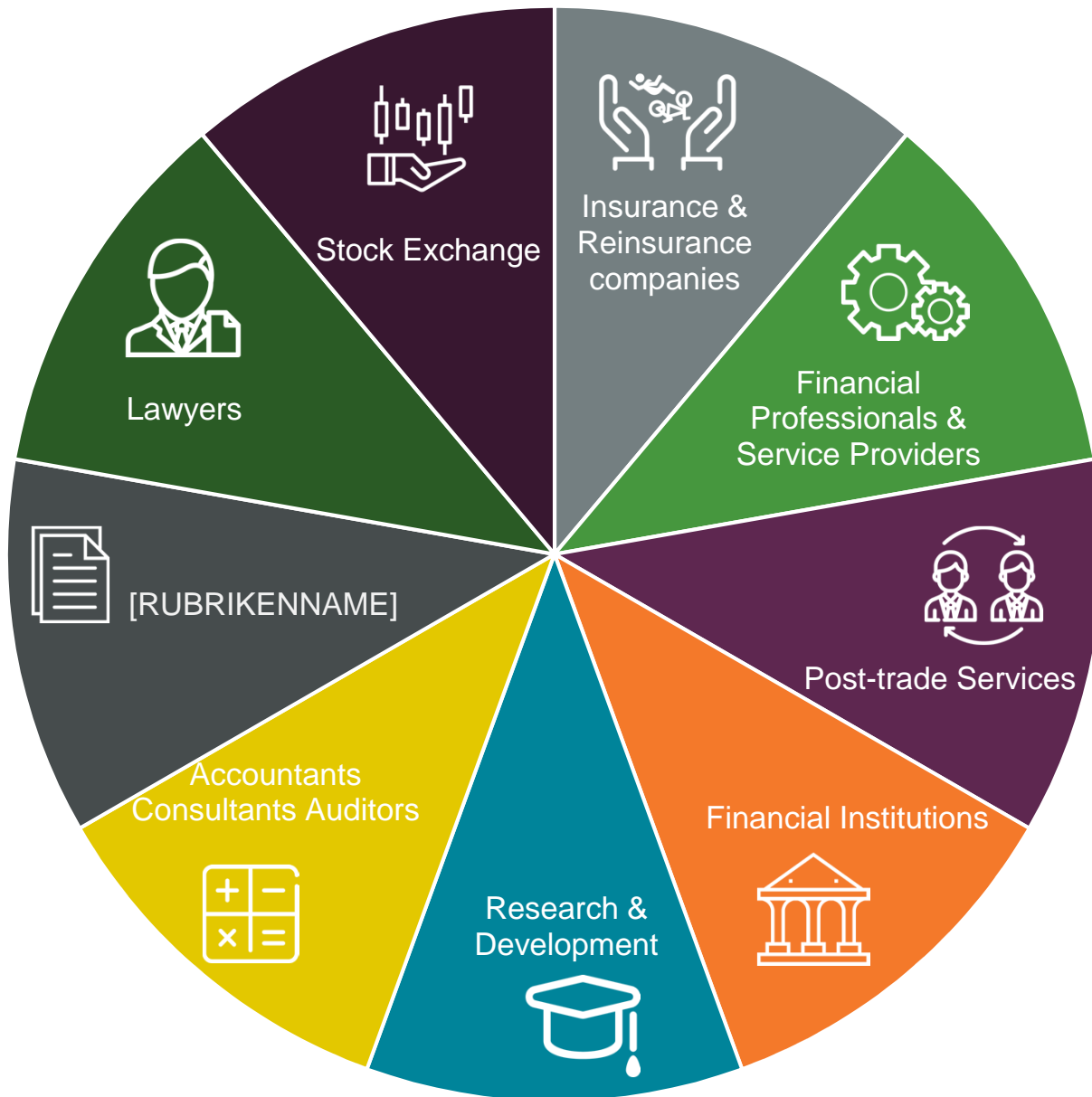
**Luxembourg environment**

# Financial Centre activities – main & other



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- Early adoption of (EU) regulation
- Ongoing support and commitment from the government
- Fiscal, social and political stability
- AAA rating
- Efficient, pragmatic, accessible regulator

- Financial sector driven promotion and communication
  - Lead by and in partnership with LuxembourgforFinance
  
- Extensive public/private partnership initiatives and platforms of exchange/dialogue
  - LuxembourgforFinance, the LHoFT, University and public research entities
  - High Level Committee of the Financial Sector (HCPF),...



- Main pillars of activity- diversified
  - UCITS, alternative asset classes, Sustainable Finance, Fintech
  - focus on cross border
  
- Lobbying
  - at national, European and international level
  
- Responsive to market developments and need to embrace future key trends
  - comprehensive legal toolbox (regulatory regimes, variety in investment vehicles)
  - open and active dialogue with Ministries, national regulator and other industry bodies
  - active contribution of industry in association's working groups

- Promotion
  - Roadshows, flagship conferences, thematic events, attendance and speaking slots at selected international conferences, business development activities
  
- Communication and social media
  - Press work, publications, social media activity



**Thank you**