



# GLOBAL INVESTMENT FUTURES

Supporting Investment  
Management UK



THE  
GLOBAL  
CITY



UK Government

THE  
INVESTMENT  
ASSOCIATION

## Global Investment Futures **The UK's offering for US asset owners and managers**

[Click to read](#)



# 01

## Helping you exceed your investment ambitions



The Mall, London

## Our joint commitment to you

The Global Investment Futures campaign is a joint effort by the City of London Corporation, HM Government and the UK's Investment Association to showcase the UK as a leading investment management center globally and as an attractive destination for international capital.

With a favorable time zone and language, a trusted legal system, and a diverse talent pool, the UK is the gateway to global capital.

Our investment management industry is a major success story and a vital part of the British economy. Internationally, the UK is the second largest investment management center in the world, accounting for approximately 14% of global assets under management (AuM).

From our strength in sustainable investment and green finance to our pioneering fintech sector, the UK has much to offer international asset owners and managers. Stretching from Glasgow to Cardiff, from Belfast to London, financial and professional services in the UK are innovative, globally connected and provide services to partners around the world.

Ultimately, we are a great place to do business, a great place to connect to global markets and talent, and a great place to invest in a greener future.

We are thrilled to be presenting the tangible reasons why the UK is the ideal location for you to invest, grow and excel.



**Alderman Nicholas Lyons**  
The Rt Hon the Lord Mayor  
of the City of London



**Lord Dominic Johnson  
of Lainston CBE**  
Minister for Investment  
Department for International Trade



**Chris Cummings**  
CEO, The Investment  
Association



London skyline

# 02

## We understand your market



New York Skyline

The UK asset management industry is a long-standing partner to US investors, providing support for businesses across the US.

In an increasingly challenging global landscape, the UK has the ecosystem and diversity of expertise to enable you to achieve your investment goals.

**Importance of Alternative Assets**

As US asset owners switch to more aggressive investment strategies to fill funding gaps, many will focus on alternative assets to boost returns. Focus areas for growth include private markets, as well as sections of real assets, such as infrastructure. Access to assets, speed of completing deals and the capability to manage and drive value from assets is key.



**Responsible investing**

Sustainable and responsible investment (SRI) is gaining traction in the US. 80% of US institutional investors plan to increase their ESG allocation in the next two years. Accessing and retaining ESG expertise is vital to keeping up with growth in SRI.

**Investing in innovation**

US asset owners and managers have long been big supporters of innovation. They are looking for global investment opportunities in tech, climate risk solutions and digital assets.

Golden Gate Bridge, San Francisco

**\$1.2tn**

Assets managed on behalf of North American clients from the UK

**\$670bn**

Total US listed equities managed by UK asset managers

**£30bn**

Value of UK financial services exports to the US – the UK's largest export market

**~50%**

Share of UK's total assets managed by firms with US headquarters

**£232bn**

Value of US FDI stock in UK financial services – the largest source of FDI into the UK

Sources: The IA, ONS, PwC

# 03

**We understand  
your needs**



The White House, Washington DC

We spoke to senior leaders from the US market to understand what guides their international expansion. The UK is the only investment management center outside of the US that can meet all your needs.

 <b>What you need</b>	 <b>What the UK has to offer</b>
Investment opportunities in private assets and other alternatives	An international asset management center with extensive access to global private and alternative investments opportunities
Investment opportunities in new technologies e.g. fintech and digital assets	One of the most competitive tech ecosystems in the world in both size and activity, alongside a strong financial services (FS) industry
Speed in completing deals	A time zone central to the business day, enabling deals to be completed quickly and efficiently
Exposure to infrastructure deals	Welcoming investment policies and world-class project development make the UK a hotspot for infrastructure deals
Ease of doing business	Favorable single regulator (FCA) and single tax authority (HMRC) regimes
Business connectivity from APAC to Europe and Americas	The UK is the portfolio management center of Europe, with strong exposure to other regions
Ease of talent mobility and access to diverse talent able to operate across global markets	A diverse, multilingual, and experienced workforce with flexible labor laws
Global connectivity, ease of travel, language	English is the global business language and the UK has travel connections to almost all countries



## The Special Relationship

The US and the UK have a positive and enduring relationship. We are major trade and economic partners, and together we benefit from common democratic ideals and values, as well as strong links across culture, people and language.

We are each other's number one source of foreign direct investment, with two-way direct investment totalling over \$1trillion.

As UK bodies, we are passionate about:

- nurturing our important relationship with you,
- further strengthening our collaboration within the investment industry, and
- helping you achieve your strategic goals.

# 04

## Why the UK?



Image courtesy of Coney, © Ross Kernahan



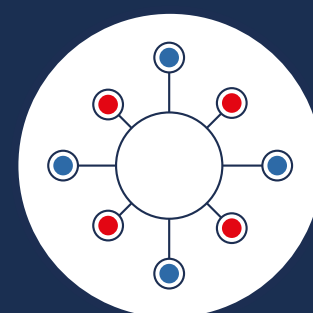


Glasgow City skyline



## A great place to do business

The largest center for asset management outside the US, the UK is a trusted and dynamic place for you to do business internationally.



## A great place to connect to global markets & talent

The UK offers unrivalled access to international deal opportunities, capital, and talent.



## A great place to invest in a greener future

The UK has a proven track record of scaling innovative ecosystems and the investment management expertise to finance a greener future.

## Be part of a mature ecosystem

“

We established our European base in London in 2016. **The benefits of an on-the-ground presence in London have certainly been realized – access to talent, increased investment opportunities, and being part of a mature and substantial investment and financial ecosystem.** Our office has received support and encouragement from the Government, the City and the finance sector here, both in terms of direct advice and assistance but also in making us and our team feel welcome, valued and connected.”

**Head of Investment, Europe**  
A world's top 20 pension fund



# 05

## A great place to do business



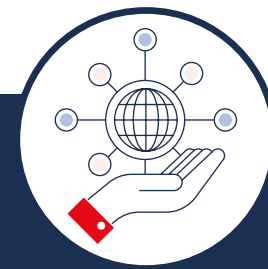
## Global investment powerhouse



The UK is one of the largest and most diverse centers of investment management in the world.

- Europe's No. 1 asset management center with two of the region's largest asset management hubs – London and Edinburgh.
- Close to half (£4.6tn) UK AuM managed on behalf of overseas clients.
- A hotspot for global managers – over half of the UK AuM are managed by firms with overseas headquarters.

## Strong specialist offerings



An unparalleled distribution framework, driven by the prevalence of specialist managers with innovative products.

- UK managers offer strategies that provide investors wider access to different asset classes, investment themes and geographies.
- Half of the 3rd party UK institutional client mandates are specialist mandates, focusing on specific asset classes or geographical regions.
- Many UK managers are early adopters of ESG.

## Backed by a thriving and supportive ecosystem



The UK has one of the world's largest and most developed professional services markets, with a supportive regulatory environment for financial services firms.

- Access to a network of companies, investors, advisors, and decision-makers all in one place.
- An established financial services ecosystem, deep technology capability and unrivalled domain expertise.



**Single regulator (FCA) and single tax authority (HMRC) regimes allow relatively lean regulatory compliance procedures.**

Sources: The Global City, The IA, ONS

Global Investment Futures [The UK's offering for US asset owners and managers](#)



The Bull Ring, Birmingham

From private equity to digital assets, the UK has competitive capabilities and deal opportunities in a wide range of asset classes and sectors.



### Private equity

The UK is the world's second largest PE & VC hub and the best location for private equity investment outside the US.

- The UK attracted £38bn in PE & VC funding in 2021, significantly higher than Singapore, Germany and France.
- UK PE & VC invested £35bn in 1,800+ companies worldwide in 2021, half of which was invested outside the UK.
- The US is one of the UK's largest PE investor base, accounting for 30% of the private funding raised in the UK in the past 3 years.



### Other alternatives

The UK provides great opportunities in other alternative investments, including infrastructure and real estate investment.

- The UK is Europe's largest private debt market with 50% more deals than the second largest, France.
- Infrastructure in the UK has a strong track record in attracting global institutional investors.
- Large US asset owners such as New York State Common Retirement Fund (NYSCRF) allocate a number of real estate and infrastructure mandates in the UK.



### Digital assets

The UK has a sophisticated blockchain innovation ecosystem, offering great potential in digital assets, and is exploring the potential of tokenized funds.

- There are 520+ blockchain-centric companies in the UK, which have attracted £1.6bn investment.
- Top UK universities including Oxford, Cambridge, UCL, Imperial College and KCL all run blockchain initiatives, providing the research and talent for blockchain innovation.
- In 2022, HM Treasury announced a package of measures to make the UK a hub for global crypto asset technology and investment.



### Tech investment deals

The UK is Europe's largest tech ecosystem and investment hub with a strong track record in scaling tech companies.

- The UK tech ecosystem was valued at just under US\$1tn in 2022, having grown more than 17x in a decade.
- Over 70% of the tech venture capital is of international origins. In the past five years, the tech industry accounted for over half of the investment flows from US managers and institutional investors.
- 100+ unicorns, more than the rest of Europe combined.

Sources: The Global City, Deloitte, Pitchbook, Big Innovation Center, BVCA, Tech Nation, British Business Bank, CB Insights

# 06

## A great place to connect to global markets & talent



### A truly international investment management center

The UK is the leader in taking international assets to international markets.

- A global mix of players, housing 1,100+ asset management firms from 37 countries.
- Firms include those from advanced markets, as well as emerging markets such as Mexico, India, South Africa and the Gulf regions.

### A gateway to Europe

The UK is Europe's largest asset management center.

- Its market share is higher than the next three combined – France, Germany and Switzerland.
- Europe continues to be the largest overseas client base, accounting for 59% of AUM for all overseas clients.
- The UK asset management industry's share in Europe remains stable at 37%.

### A globally-connected FS ecosystem

Organisations in the UK have access to a leading financial services market that is globally connected across all disciplines.

- A globally-connected banking center with physical presence of over 200 foreign banks.
- The world's largest specialist insurance and reinsurance market, operating in 200+ countries.
- The world's largest center for international debt issuance, and foreign exchange trading.
- Strong ties to developing markets in Asia, Africa, and the Middle East.

### An efficient time zone

The UK benefits from a time zone that is central to the global business and trading day, enabling deals to be completed quickly and efficiently.

- 99% of the world's business activities take place in time zones that overlap with the UK's working day.
- Overlapping market hours across 27 global markets, bridging the Asian and North American markets and everything in between.

## UK asset managers invest globally:

75%+

of the equities managed are international equities

55%

fixed income assets managed are in non-UK and non-sterling bonds

Sources: The Global City, The IA, Pitchbook, Investopedia

Generate new ideas and fuel innovation with access to one of the world's most diverse workforces in terms of skills, culture and gender.

### Global talent



### Globally connected

There is a multilingual talent pool with the insights, language skills and knowledge to be able to operate across global markets. This – partnered with the rich and diverse culture and flexible labor laws – makes the UK a gateway for investment into other countries.

A multicultural, multilingual workforce with connections to every corner of the world

2.4m

strong talent pool of UK workers in financial and professional services

The UK has been consistently ranked as one of the top countries for international air connectivity. Almost all countries offer direct flights to London (along with all major regional cities), making the capital a global travel hub and launchpad to access Europe and beyond.

The UK's **High Potential Individual Visa** aims to attract recent graduates of top global universities. The graduate **visa scheme** allows international students to stay in the country for at least two years after graduation to work or look for work.

London was ranked the **most appealing destination for global workers** in the BCG Global Talent Survey.

**300 languages** are spoken daily in the UK.

There are over **150 different nationalities** resident in the UK.

The UK has the **highest share of women on executive committees** in financial services firms compared to other major financial centers.

Around **30%** of the City's workforce is of minority ethnic origins.

**One in five** employees in the UK investment industry is from overseas.

The UK has the **largest** American, Japanese, Chinese, and Australian populations in Europe.



Sources: The Global City, UNESCO, BritishCouncil.org, IATA, ONS, The IA, Oliver Wyman 2020



# 07

## A great place to invest in a greener future



Tower Bridge, London



### A leader in green finance



- London ranks #1 in the Global Green Finance Index (GGFI), coming top in both green finance quality and depth.
- ESG is already in the DNA of the UK investment management industry – close to 80% of the assets managed in the UK are subject to ESG stewardship activities.
- The industry is bringing technology and sustainability together to enact real change through initiatives like the *IMP+ACT Classification System (ICS)*.

### Transparency and credibility



- The UK Govt and regulators are enhancing transparency and credibility of green finance by mainstreaming ESG disclosures and best practices..
- Full TCFD-aligned disclosure across all players in the financial system by 2025.
- The FCA proposed new rules to tackle greenwashing in October 2022.

### Leading academic institutions and research



- The Cambridge Institute for Sustainability Leadership (CISL) and the Investment Leaders Group (ILG) aim to advance the practice of responsible investment.
- The University of Oxford and UK Research and Innovation (UKRI) have launched the UK Center for Greening Finance and Investment (CGFI), an initiative aiming to support FS professionals to make environmentally-sustainable decisions.

### A government committed to a sustainable future



- At COP26 the UK set out plans to become the world's first net zero aligned financial center.
- The UK was the first country to adopt a climate change act (2008 Climate Change Act), the first to embed net zero carbon emission targets in its legislature and the first to make climate change financial disclosures mandatory across the economy.

£90bn

Close to £90bn of responsible investment funds under management in 2021, +63% from 2020.

300+

funds with responsible investment characteristics in 2021, +37% from 2020.

~300

newly-launched green, ethical and alternative energy funds in the UK in 2021 – the highest among all major financial centers.

£7tn+

Firms with £7tn+ AUM in the UK now signed up to the Net Zero Asset Managers Commitment.

Sources: The Global City, Investment Association, Corporate Knights Better World MBA Ranking 2021, LSEG, GOV.UK, Maanch, Refinitiv, London Stock Exchange, FCA



The UK is a recognized leader in scaling innovative companies and is actively investing in tech that supports the green transition.

**A collaborative tech ecosystem championing innovation, growth and sustainability**



The UK's tech ecosystem is one of the most competitive in the world. Alongside a strong financial services industry, this creates a multitude of opportunities for both investing in green solutions and innovating within your own business.

- The UK is one of the top locations on the Global Innovation Index.
- A strong track record of success in scaling tech companies: tech scaleups in the UK were valued at £118bn in 2021, 53x larger than a decade ago.
- A collaborative ecosystem: the Investment Association's *IA engine* – an initiative to fuel adoption of technology within investment management – has worked with 200+ fintechs.
- A supportive regulatory environment: in 2015 the FCA pioneered the world's first regulatory sandbox, a safe space for testing new regulatory processes. The regulatory sandbox is now expanding to cover solutions for ESG objectives and digital assets.

**£7tn+**

The UK attracts the highest amount of investment in renewable energy, offshore energy deposits and windfarms

**£50bn**

The UK's net zero commitment represents £50bn investment opportunities in low carbon technologies by 2030

**1st**

The UK start-up ecosystem ranked 1st in Europe and 2nd globally, behind the Silicon Valley

Sources: The Global City, FCA, Tech Nation, fDi Markets, Refinitiv, Resolution Foundation, the IA

# 08

## Our support to your business



The New York Stock Exchange, New York

# UK momentum among US investors continues to grow



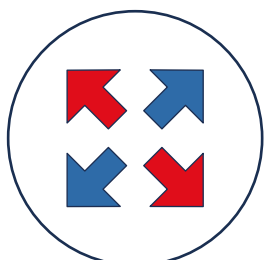
**Blackstone** announced the go-ahead to establish a purpose-built European headquarters in London's iconic Berkeley Square in 2022. The company also established a new team focusing on infrastructure investments in the UK & Europe in 2020.



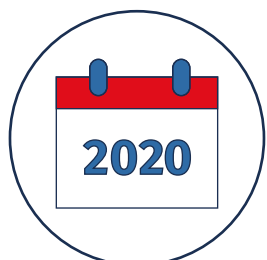
**Catalio Capital Management**, a multi-strategy investment firm focused on breakthrough biomedical technology companies, opened an office in London in 2022.



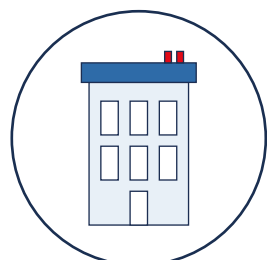
**JP Morgan Chase & Co** has created 200 new jobs in the UK following the launch of its digital platform under the Chase brand.



**Rockefeller Capital Management** has formed a new division, Rockefeller Asset Management International, to expand its European market presence. It is the company's first office outside the US.



**M12**, a venture capital fund and a subsidiary of US-based Microsoft, focused on early-stage, disruptive tech companies, opened a new European office in London in 2020.



**Veritas Asset Management**, a global and Asian equities manager and a subsidiary of US-based Affiliated Managers Group, recently opened a new office in London.

Sources: fDi Markets and company press releases



Cable cars in San Francisco

# Testimonial

“

There is... **an appreciation from US allocators that as a Scottish fund manager we do have that strong risk heritage** and a mindset that, whilst looking for strong investment returns, we operate strong risk management controls. Going forward, we are going to continue to be a leader in emerging markets for equity and fixed income. That is a major focus of our business.”

**Head of US Business Development**  
abr dn



[Read the full case study](#)

# We are here to support you



The Department for International Trade has put in place a dedicated asset management support team in the US to assist fund managers with entering the UK market, and help US-based asset owners access long-term capital deployment opportunities and emerging managerial talent, in the heart of Europe's largest financial center."

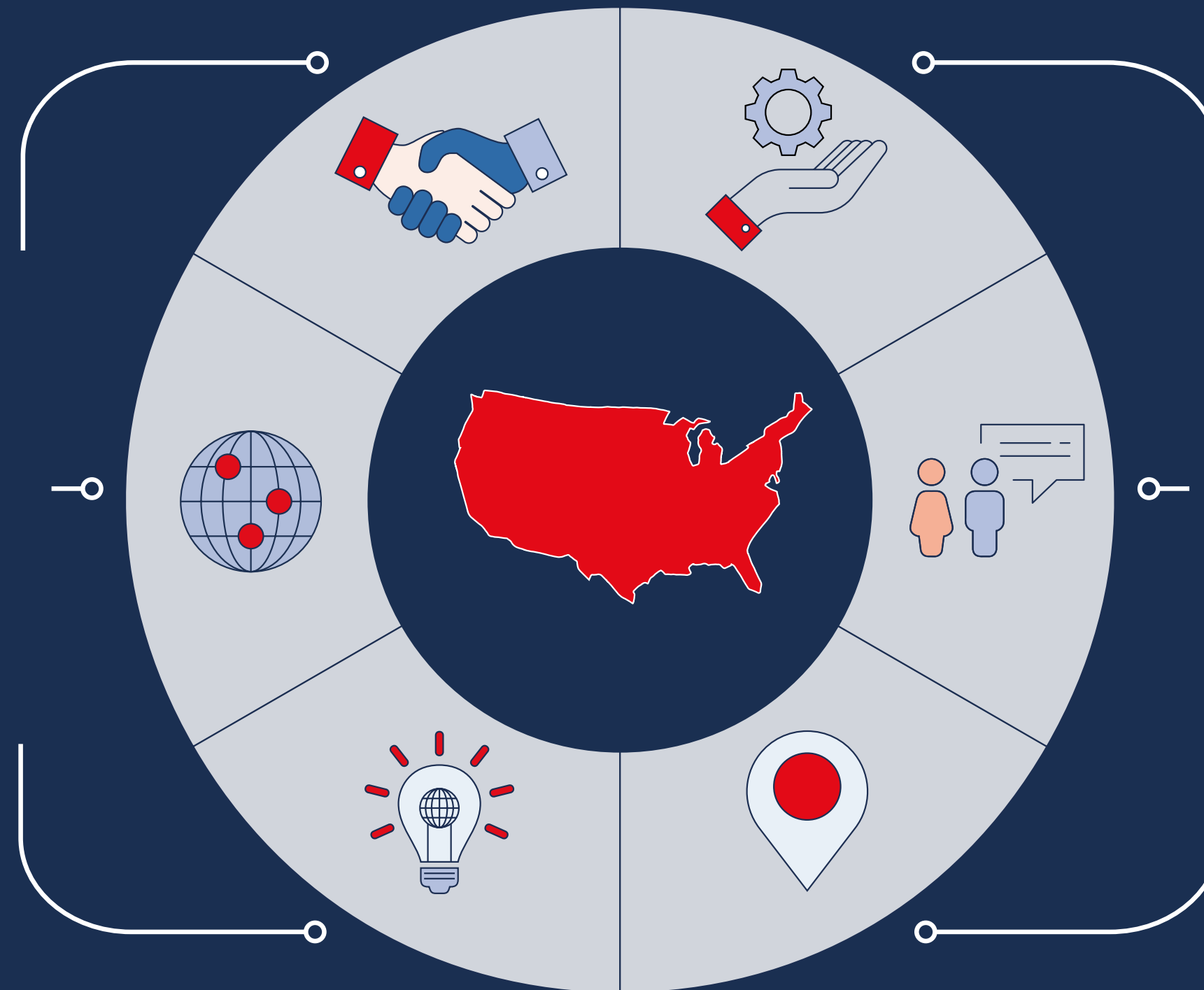
**Emma Wade-Smith OBE**

His Majesty's Trade Commissioner for North America & Consul General in New York

Access to market opportunities and introductions to industry specialists

*Opportunity for International membership of the Investment Association*

Guidance and support on navigating the UK's regulatory and tax frameworks including FCA AM Authorisation hub



Networking opportunities to interact with global events and the AM ecosystem in the UK

Facilitating introductions with local UK organisations and building bespoke programmes for visiting asset owners/managers

Advice on setting up in the UK and selecting the best market location



## Get in touch with us

T&I-AdvancedMarkets@cityoflondon.gov.uk



# THE GLOBAL CITY

## About the Global City campaign:

The Global City campaign is the City of London Corporation's overarching initiative to promote the UK as a world-leading international financial centre. It showcases the UK as a great place for financial and professional services firms to invest, locate and grow.

[www.theglobalcity.uk](http://www.theglobalcity.uk)



## About the City of London Corporation:

The City of London Corporation is the governing body of the Square Mile dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally successful UK.

We aim to:

- Contribute to a flourishing society
- Support a thriving economy
- Shape outstanding environments

By strengthening the connections, capacity and character of the City, London and the UK for the benefit of people who live, work and visit here.

[www.cityofondon.gov.uk](http://www.cityofondon.gov.uk)

# THE INVESTMENT ASSOCIATION

The Investment Association (IA) champions UK investment management, supporting British savers, investors and businesses. Our 250 members range from smaller, specialist UK firms to European and global investment managers with a UK base and manage £10trillion of assets. The investment management industry supports 122,000 jobs across the UK. Our mission is to make investment better. Better for clients, so they achieve their financial goals. Better for companies, so they get the capital they need to grow. And better for the economy, so everyone prospers.

Our purpose is to ensure investment managers are in the best possible position to:

- Build people's resilience to financial adversity
- Help people achieve their financial aspirations
- Enable people to maintain a decent standard of living as they grow older
- Contribute to economic growth through the efficient allocation of capital

The money our members manage is in a wide variety of investment vehicles including authorised investment funds, pension funds and stocks and shares ISAs. The UK is the second largest investment management centre in the world, after the US and manages over a third (37%) of all assets managed in Europe.

[www.theia.org](http://www.theia.org)



# Department for International Trade

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

We are an international economic department, responsible for:

- Supporting and encouraging UK businesses to drive sustainable international growth
- Ensuring the UK remains a leading destination for international investment
- Opening markets, moulding the trade environment with new and existing partners which is free and fair
- Using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide

To see things differently, choose the UK.

[www.great.gov.uk/international](http://www.great.gov.uk/international)