

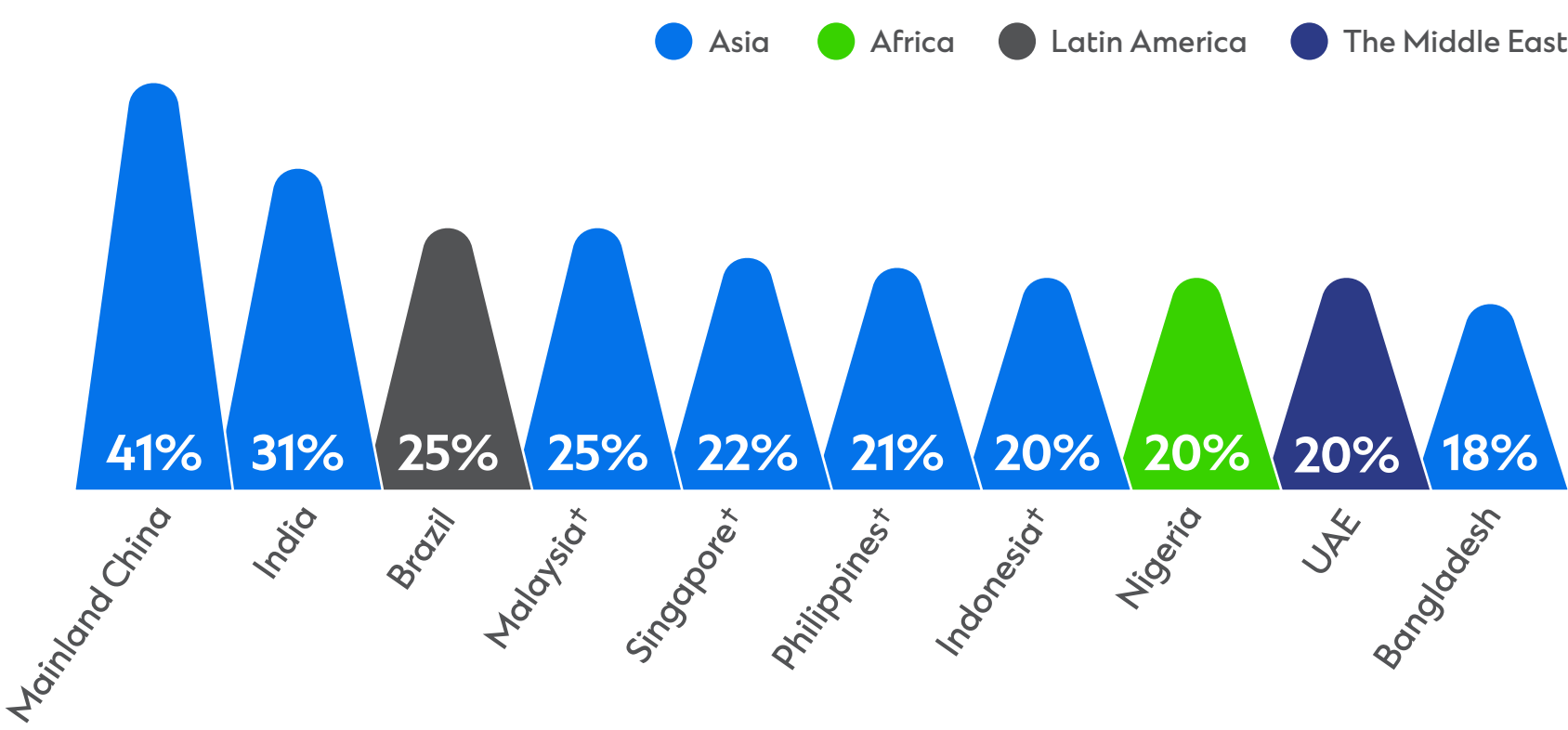
Future powerhouses

How western financial institutions are banking on dynamic markets

Which dynamic markets are attracting western financial institutions?

As future engines of global growth, Asian countries are particularly attractive. 7 of the top 10 priority markets for investment and business development are in Asia, with 4 being ASEAN member states. But there's also interest in the largest markets of Latin America and the Middle East and Africa

Top 10 priority destinations for investment and business development*



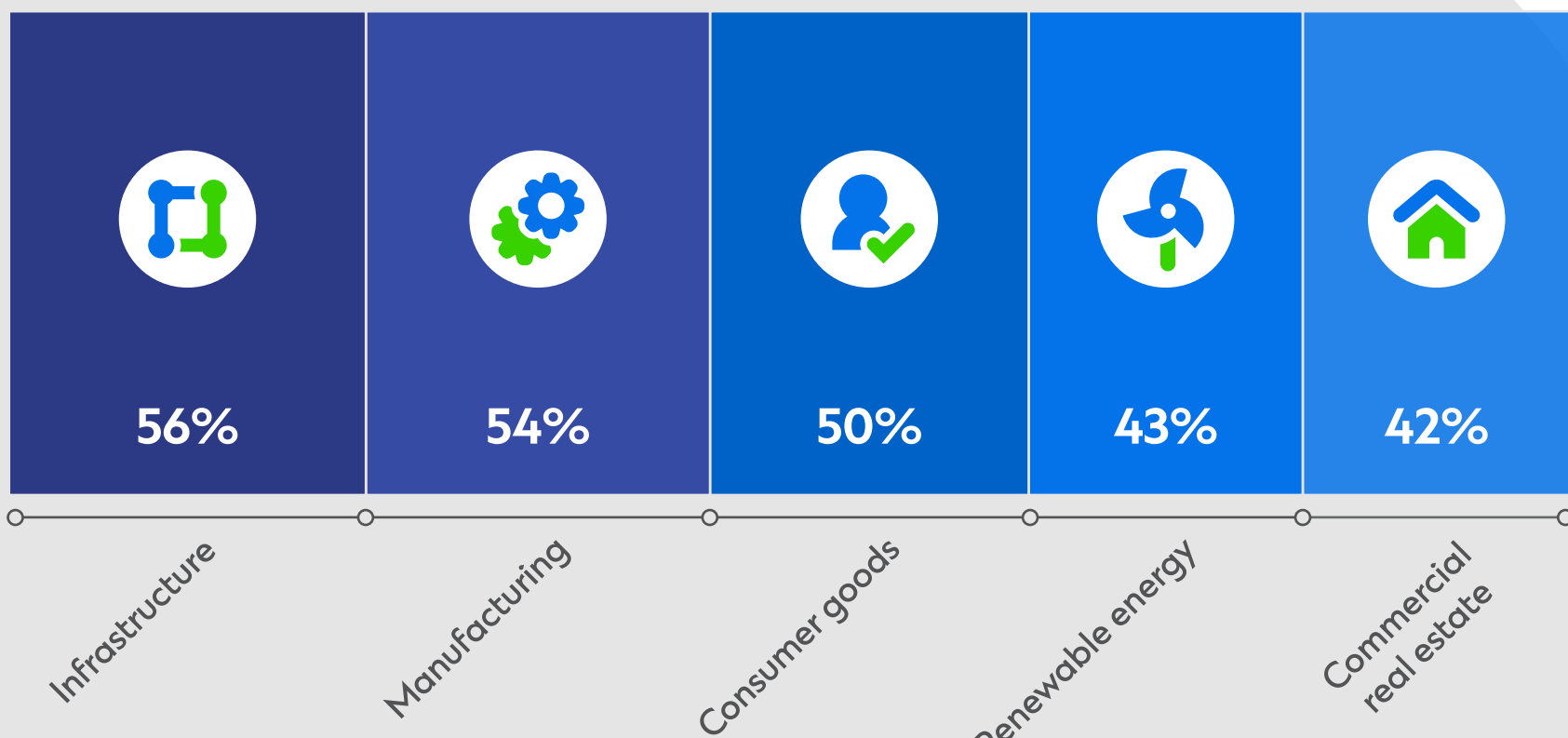
† ASEAN member states

* Percentage of respondents citing a country as part of their five priority destinations for investment or business development over the next 12 months

Which sectors are western financial institutions focusing on?

Growing urbanisation, a sustainability and resilience imperative and increased demand have made infrastructure, manufacturing, consumer goods and renewable energy high-conviction asset classes

Top sectors for future investment*



*Percentage of respondents ranking a sector among the three most promising for their investment or business development strategy

What makes a dynamic market an attractive proposition?

Financial institutions prioritise countries with highly skilled, specialised workforces

Top criteria when deciding to invest



Countries that nurture innovation through efficient ecosystems and legal frameworks have a clear advantage

62%

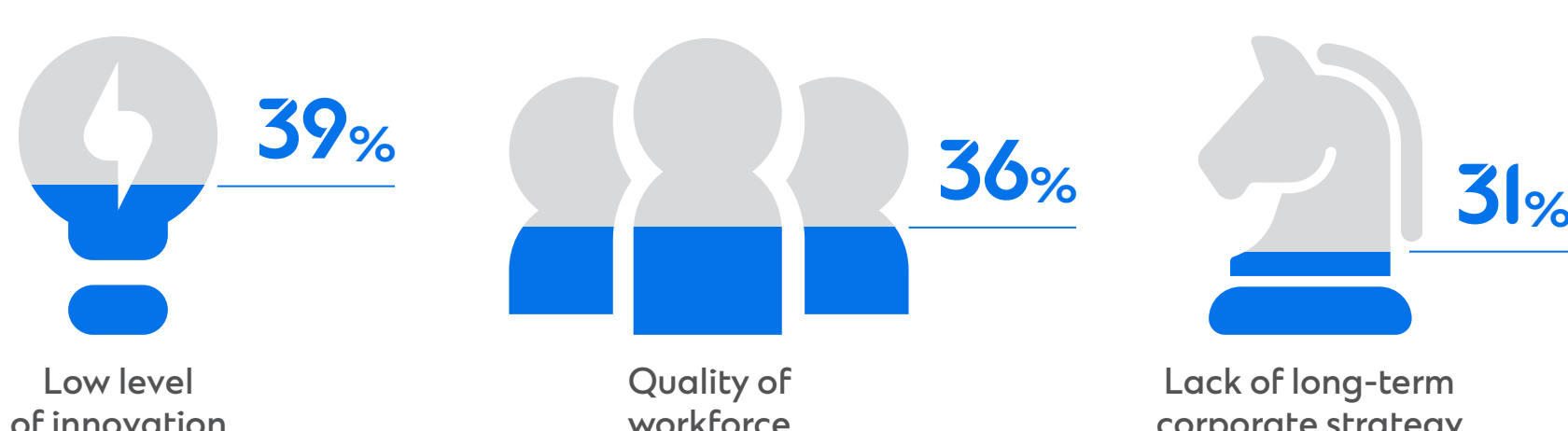
of financial institutions prioritise countries with strong ecosystems for research, innovation, education and financing

61%

prioritise countries with transparent legal and regulatory frameworks

Investing in dynamic markets: there are still significant roadblocks to overcome

Top 3 perceived challenges*



*Percentage of respondents selecting a challenge as a top three encountered when dealing with dynamic markets

By investing in dynamic markets, western financial institutions can generate potentially strong returns whilst supporting economic prosperity and growth

[Read our report to find out more](#)