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IMAS Digital Summit 2022 | 20 April

Digitalisation in Asset Management: How far have we come?

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THE EARLY BIRD SPECIAL**

*Early bird registration
closes on 31 March.*



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Celebrate IMAS Silver Jubilee with us at the **IMAS Digital Summit 2022**

How can the asset management industry leverage digital advances to catalyse business growth and overcome the challenges ahead?

The momentum across digital innovation has accelerated throughout the Covid pandemic, as the asset management industry continues to evolve into a digital-centric model. Now more than ever, fund managers find that innovative solutions are needed to stay ahead of the curve.

The industry has progressed rapidly since the introduction of the first association-run Digital Accelerator Programme (DAP) by the Investment Association of Singapore (IMAS) in 2019. Fintechs from across the world were brought in to work with asset management firms in Singapore to co-create solutions pertinent to the problems we experienced in Asia.

With the help of fintechs, templates for ESG impact reporting were developed using artificial intelligence (AI) technology and machine learning. This gave investors unparalleled insights into the sustainable elements in their portfolios, presented in a user-friendly format. Industry utilities such as a common funds data platform and a common repository of research across the buy-side have been built with the help of fintechs. Asset management firms, pension funds, exchanges, authorities were able to collaborate to work with fintechs to also build an exciting investment game aimed at educating the investing public on basic concepts of asset allocation and risk profiling.

The **IMAS Digital Summit on April 20th 2022** will take a retrospective glance at the progress made, and a look forward to the next wave of the evolution in a digitized asset management world. It discusses how asset managers are utilising Weapons of Mass Analysis – such as data analytics and unstructured or alternative data analysis – to conduct their core investment processes. As digital wealth advisors scale up in fundraising and outreach, we will also discuss how traditional intermediaries are responding to the opportunities and challenges - who is winning the hearts and minds of the mass retail, mass affluent and high net-worth investors in APAC and what marketing and distribution techniques are required to adapt to this new digital world. Blockchain is another key discussion topic – we will discuss what is the practical approach that asset managers should take in adopting blockchain, and the challenges that providers and consumers of a distributed ledger face.

To celebrate its Silver Jubilee, IMAS will also bring together the latest and the best asset management solutions created by Fintechs that we have seen over the past 3 years.

Progressing towards a digital future

We welcome you to join us as we reflect on the digital progress made and work out the next steps to embrace the digital frontier in the asset management industry together. Speaker and sponsorship opportunities are also available. Find out more at <https://bit.ly/imasdigitalsummit2022>.