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East Capital's distribution hub in Asia opened in Hong Kong

East Capital – a leading independent asset manager specialising in Eastern European markets – offers diversification and low US correlation to Asian investors.

East Capital celebrated the official grand opening of its Hong Kong office with a cocktail celebration attracting the financial community of this vibrant financial centre. The Hong Kong office serves as a distribution hub for the whole region, stretching from Japan to Australia and across to India.

In a region with Japan, the world's largest savings pool, and the two most populous countries, China and India, the potential is clear. More wealth is being created in Asia than any other region of the world. It is not surprising that private banking, an area into which East Capital intends to tap, is growing exponentially. Asian investors are willing to embrace the notion of diversification and Eastern European markets' low US correlation. *"We are confident of the interest in Eastern Europe and our aim is to source 10 percent of our assets under management from Asia within five years"*, says Karine Hirn, a founding Partner and Managing Director of East Capital.

East Capital has the appropriate licenses in both Hong Kong and Singapore and will concentrate on institutions such as private banks, family offices, fund of funds and selective IFA's. *"Additionally we have been active in both Korea and Japan. Such is the enthusiasm of a distributor in Japan that he has written a 212-page book about our Eastern European fund entitled "The truth of the Fund with the wonder of 35% p.a."*, says Michael Hanson-Lawson, Managing Director of East Capital Asia.

About East Capital

Founded in 1997, East Capital is a leading, independent asset manager specialising in Eastern European financial markets. The company, which is headquartered in Stockholm, with offices in Paris, Tallinn, Moscow, Oslo, Hong Kong and Milan, actively manages over EUR 4.7bn, basing its investment strategy on thorough knowledge of the markets, fundamental analysis and frequent company visits by its investment teams.

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