

New access to emerging markets for European researchers

LONDON – May 17, 2011 – a new partnership between European and Asian investment research industry bodies will provide European research providers new opportunities to do business in Asia, and access to practical global support and cooperation for firms in both regions.

AsiaIRP, the Asian Association of Independent Research Providers, and its European equivalent EuroIRP today announced a strategic partnership to deliver practical support to European independent research providers seeking entry to the rapidly evolving Asian market.

The partnership will aim to provide practical support to independent research firms in both regions. This will include advice regarding:

- Awareness of Regulatory issues in both regions
- Combined purchasing power for a range of services
- Packaged, discounted PR advice for Asian markets and media
- Alerts for voting seasons; awards; events and speaking engagements.
- IT solutions such as iPad apps for boutique research companies
- IP protection, such as PDF tracking technology

The partnership was struck in response to direct requests from European research providers, said EuroIRP spokeswoman Elaine Mulcahy.

“In a recent EuroIRP member survey, three quarters of our members said they wanted easier access to Asian markets,” she said. “This new partnership will facilitate that, as well as giving members of both groups some new benefits that being part of a larger group can provide.”

A primary role for AsiaIRP is educating Asian institutions and regulators about the value of independent research and the mechanics of commission-sharing agreements. AsiaIRP co-founder Lucy Carmody said the new partnership would provide valuable impetus in that direction.

“Because Asia has no over-arching regulation that paves the way for CSAs in the way the Markets in Financial Instruments Directive did in Europe, our role as educators is vital,” she said. “We welcome the extra insight that our European counterparts, who went down this path 5-10 years ahead of us, can add to Asian debates on the subject of unbundling of research from execution.”

The partnership is effective from this week. Independent research providers wanting to find out more should email info@asiairp.com.

About AsiaIRP

The Asian Association of Independent Research Providers is the trade body for the Asian independent investment research industry. Asia IRP members organisations derive their revenue primarily from investors, and not from investment banking, underwriting or corporate broking, proprietary trading or market making, advisory or consultancy services for clients other than investors, or from companies that are the subject of their research. For more information, please visit www.asiairp.com

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