



## Meet Hoan: commercial director in Singapore

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Ogier Global recently welcomed Hoan as a commercial director in Singapore. With experience spanning more than 17 years in asset and wealth management, Hoan's expertise in alternative investments, technical accounting, compliance and governance positions him as a key asset to our global team.

His role is pivotal in deepening Ogier Global's engagement with global asset managers and private clients, especially within the dynamic landscape of Singapore's investment and wealth management sector.

To better understand the impact of Hoan's appointment and his vision for Ogier Global in Singapore, we asked Hoan to explain his ethos, strategic approach and the future he envisions for Ogier Global and our clients in the region.

### Q&A with Ogier Global's commercial director in Singapore, Hoan

**How do you plan to contribute to our growth in Singapore?**

Ogier Global in Singapore already has the goods - a strong, capable team and a valuable skill set. I want to provide the team with a dedicated full-time resource focused on engaging the market.

I would like to redefine what we provide as an "Asian platform" through the integrated solutions we provide to asset and wealth clients across all of our locations and service lines. Integrated solutions are not only user-friendly to clients, but if done right, they promote trust and quality.

At the moment, there is some pessimism in the market. The past two years have been tough for fundraising, but I remain optimistic that these disruptions will lead to re-allocations and opportunities.

More has changed in the global economy in the past five years than the past 15. From a global pandemic, wars, geopolitical tensions with China, elections and a significant disruption in artificial

intelligence (AI), I believe that these dislocations will eventually present opportunities. Asset owners and managers will need access to greater expertise to reallocate their investments portfolios.

## How do you approach aligning compliance and governance with clients' broader business objectives?

Asset and wealth management is built on trust. Investor appetite for free-wheeling unregulated products has waned and such products will be relegated to a niche market going forward. That means our clients must be able to demonstrate a commitment to governance from day one as they look to raise money. This is particularly relevant for emerging managers, especially in this challenging fund raising environment. A manager's ability to establish, demonstrate and communicate a commitment to governance is part of the key message to investors.

## How important is the lifecycle of funds in planning and operations?

For larger and more established fund managers, it is important. For start-up and boutique fund managers, it is critical. Start-up and boutique managers are important because I am in Singapore and it is a relatively young and dynamic funds jurisdiction with a wealth of start-ups and boutiques.

Emerging managers often have limited experience and resources and these assets are usually heavily invested in the front-office, being investors relations and investment management. Where limitations are often most pronounced is around the middle and back-office. While this is understandable, we are dealing with other peoples' money and hence the asset and wealth management industry is built around trust. On top of this, regulatory compliance, particularly around conduct and anti-money laundering (AML) / know your client (KYC) are only tightening.

As a professional services firm that specialises in this space, Ogier Global can provide insight and direct support in these areas at both the planning and operational business-as-usual phase. Where we are not providing direct support, we can at least share best practices and observations so our clients to learn from deep pool of experience.

We can tap into Ogier's law firm as well as our deep network within the asset and wealth ecosystem. Because Ogier Global provides ongoing corporate and fund administration services, our clients can always leverage on our knowledge and experience.

## What are your strategic priorities for Ogier Global in Singapore?

My immediate focus is to engage the market effectively and grow the Ogier Global Singapore book of business in the areas where I sense the strongest need, being three key group of clients.

Firstly, emerging managers where I believe Ogier's integrated full-service offering and commitment

to quality is valued.

Secondly, larger managers who are looking to find cost efficiencies by working with Ogier across our divisions under a consolidated service provider model.

Thirdly, inbound managers, being those clients within the wider Ogier network who are keen to tap Singapore as a fund domicile or to set-up a fund manager.

Ogier Global's focus on trust and quality is a real differentiator because the group is a long-standing durable franchise. We take a long-term view in regards to our people and we don't view our clients as a simple numbers game.

## Conclusion

With a focus on leveraging local insights and a commitment to providing integrated solutions, Hoan has emphasised the importance of trust, quality, and a people-first approach in the asset and wealth management sector.

Ogier Global's strategic priorities include supporting emerging managers, optimising service structures for larger managers, and catering to the needs of inbound managers looking to tap into Singapore as a fund domicile

By addressing the challenges and opportunities within the market, Ogier Global aims to affirm its position as a leading service provider, delivering exceptional value and supporting our clients in Singapore and further afield.

### About Ogier

Ogier is a professional services firm with the knowledge and expertise to handle the most demanding and complex transactions and provide expert, efficient and cost-effective services to all our clients. We regularly win awards for the quality of our client service, our work and our people.

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