



Tokyo

Global Financial City

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Presentation will cover

Tokyo seen from London

Strategy in financial markets

Promotional activities

London's experience



Tokyo seen from London

- “Fascinating, attractive, reputable, safe, dependable, huge savings market ...”
- “Difficult, bureaucratic, complex, expensive, easier elsewhere, time-consuming ...”
 - Tokyo and London - Rule of Law applies and the judiciary are independent
 - Is there an increasing regional role to play (eg Japanese banks in SE Asia)?
 - The world is more connected and there are fewer boundaries
- So where are the business opportunities?



Strategy in financial markets

- Focus on promoting select product areas
- Global connections are increasingly important
- Encourage 'cluster' of different services
- Regional connections and expertise
- Skills & talent
- Think concept. 'Innovation & creativity' rather than lending and wealth management



Promotional activities

- “The Olympics are coming ... ”
- Look at TheCityUK – a single agency, industry membership body, independently run, lobbying government and authorities, combined with the established City of London Corp
- Charm ‘offensive’
- Soft power – food, fashion, film ...



London's Experience

- City of London Corporation is a substantial promotional body
- Lord Mayor – 100 days travelling to 30 countries 'selling' City
- Inward visits, soft power - ££
- Diversity. Less than 50% of Londoners are 'white British'
- Foreign ownership of local property assets is high and 'sticky'
- Specific promotional activities undertaken by City
 - Legal services – 250 foreign law firms
 - RMB internationalisation – London is centre
 - Islamic banking – 20 sharia lenders
 - Green finance – current project
 - Fintech – current project
 - ? Asset management
- For local players - 70 % of 200 is better than 90% of 100



Eg Fintech and Asset Management

London is a global wealth management centre, leading the way in automation via “robo-investing” technology.

Robo-investing takes asset allocation decisions (passive and active) out of the hands of managers and into those of algorithms developed for some of the biggest asset managers in the world. Also in Tokyo.

Robo-investing is taking place at the commercial and retail levels of asset management and 1) lowers fees 2) removes human error and bias and 3) can provide better returns for investors

An “arms race” is developing between giant firms such as Blackrock and UBS to develop sophisticated and investor-centric robo-investing models.

Tokyo could work with London to further the development of robo-investing and be part of a world technology drive in asset management.