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Fiduoccidente: Best Asset Management Team Colombia 2018

Colombian asset manager Fiduoccidente has surprised the market with a range of products segmented by investor class. The firm's line-up has been split to serve the specific requirements of corporate, institutional, individual, and governmental investors. This way, Fiduoccidente is able to improve its client proximity and offer differentiated products and services that dovetail with the needs and aspirations of each market segment.

The firm's strategic repositioning was inspired by the need to move away from the classic product-led approach to asset management and prioritise the overall market and its many niches instead. Fiduoccidente, one of Colombia largest and most-recognised independent asset managers, is also in the process of implementing a state-of-the-art internal trading platform that is driven by artificial intelligence augmented by the human expertise of the firm's professionals.

In order to perfect the management of client relationships, four dedicated divisions were set up to precisely gauge the needs of each investor class and develop matching products. Last year, a suite of mutual funds was launched that aim to expose investors to the buoyant markets of the United States and a select number of Latin American economies. Fiduoccidente entrusted the management of these new funds to the renowned Chilean asset management powerhouse LarraVial.

The Colombian firm also entered the highly competitive market of mutual funds backed by real estate. Here, Fiduoccidente applied its in-depth knowledge of the market to claim a top spot for its new fund in the performance ranking.

The CFI.co judging panel is pleased to note that Fiduoccidente continues to move from strength to strength. The firm's new approach to the asset management business was exceptionally well received by investors and has already paid off handsomely. The judges agree to name Fiduoccidente, a repeat winner, recipient of the 2018 Best Asset Management Team Colombia Award.

Guines Oturbai



Awards Liaison Officer