

CASE STUDY

Wind recently expanded by opening a European HQ in London.

Ms. Fayanna Wang, Head of Overseas Business, tells the City of London Corporation why the firm chose the City. She discusses the support the company has received along with the opportunities the move has created...



Through its role as the world's leading Global Financial Centre, London is a longstanding partner for Asia, supporting trade, investment and shaping policy. 2018 is a year of celebration, marking direct City of London Corporation presence in Asia through our 3 offices in Beijing, Shanghai, and Mumbai. It offers a unique opportunity for the City of London Corporation to affirm further commitments to Asia, as a powerful partner for the next decade of growth in the Asia and the UK. Business support is critical to the success of this campaign and we are pleased to share the success stories of financial services organisations with strong connections with Asia, through this series of case studies. We are working with business throughout 2018 to determine London's engagement strategies with Asia in the next 10 years and welcome your input. Find out more at cityoflondon.gov.uk/asianextdecade.

Firstly, what does your company do?

As the market leader in China's financial information services industry, Wind is dedicated to providing accurate and real-time information, as well as sophisticated communication platforms for financial professionals over the globe. In China, Wind serves more than 90% of financial institutions including hedge funds, asset management firms, securities companies, insurance companies, banks, research institutions, and government regulatory authorities. Overseas, Wind serves 70% of Qualified Foreign Institutional Investors (QFII). Wind, headquartered in the Lujiazui Financial Centre of Shanghai, was founded in 1994, only 3 years after China's first stock market. Since then Wind has grown to become a large company of over 2,000 employees with offices worldwide.

Why the move to London?

Wind is going to serve as a bridge between foreign and local investors and the Chinese financial market through the London office. Wind has been, and is determined to continue, delivering the best China-oriented data solutions to institutional investors around the world.

We already have an office in New York, to service a growing US client base and we decided to open our London office in 2016 and provides local service to clients in UK.

What initially attracted you to London?

There was never any doubt about basing our European operations out of London. Firstly, **the City fits perfectly as a geographical gateway from which to access Europe**. The great links to other European countries is an obvious big benefit, as well as its position between our Asian and US markets. In addition to this, we have always been aware of **London's reputation as a mature and highly respected financial services hub, with superior infrastructure**.

Wind is quite new to London. So how has the City's infrastructure helped you establish?

Firstly, **the support from institutions (such as the City of London Corporation) has been invaluable**. It has certainly made setting up here fast and straightforward. We did have concerns about complying with local regulations for example, which in many regions differs significantly from those of China. However, the guidance we have received has been vital to our development over the last two years. Although our London operation is still small, we have full confidence we will receive the right support at the right time from other UK institutions (such as the UK government).

Secondly, **the networks that we have been part of in London have facilitated our foray into this new market**. We received immediate access to events which has also enabled us to grow our network – providing us links with key institutions that we would not have otherwise had access to in China. One example would be having conversations with Asset Owners and Asset Managers in Europe to discuss their specific needs and requirements when investing into China's equity and onshore bond market.

How else is London helping to facilitate Wind's growth?

London is a global financial centre. Our presence in the City has opened up a new, regional opportunity to Wind based around the two factors below:

1 New connections

London has already offered us unrivalled access to potential institutional clients. Wind has increased our brand awareness to local institutional investors including hedge funds and asset management companies.

2 A more sustainable European client base

Previously, it was difficult to service European clients from Asia, but having a physical presence in London means we are now able to provide a level of service that we could not offer working out of China or Hong Kong. We now offer a superior real-time service to European clients in London. Servicing European clients has also given us some crucial feedback – and we have been able to use this feedback to evolve and improve not just our European offering, but our service in Asia and US markets too.

How do you envisage Wind's future in London?

Wind's vision is to deliver the fastest, the most accurate, and reliable Chinese financial market data services and solutions to financial market participants around the globe. With over two decades of experience of being the financial data sector leader in China, we believe data is the future and foundation of financial development, and our base in London supports this direction. Wind strives to serve as the gateway to a successful future for institutional investors with a special focus on the China financial market.

"The support we have received so far has been vital to our development. Although we are still small, we have full confidence we will receive the right support at the right time from UK institutions."