The UK leaving the EU will impact the savings and investment market. While generating the priorities, we have considered a number of global trends that will be vital for success.

With Brexit on the horizon and markets changing, EY has revisited the original strategy written for Her Majesty’s Treasury in 2013 and identified which trade and investment markets should be priority targets for the UK asset management industry going forward.

While generating the priorities, we have considered a number of global trends that will impact the savings and investment market.

Below are the countries, split into three priority groups, that the UK should target in order to optimise trade revenues and inward investment.

1. Priority group 1
   - Top markets: Germany, Japan, Australia, United States, Republic of Korea
   - Investment: Brazil, India

2. Priority group 2
   - Top markets: Netherlands, Switzerland, Canada, France, Italy
   - Investment: Russia, Indonesia, Singapore, Malaysia

3. Priority group 3
   - Top markets: Indonesia, Mexico, Turkey
   - Investment: Germany, Switzerland, France, Italy

The level of cash savings in China helps to put it on top of the list for GDS. While all of the top 15 markets are attractive, India, Korea and Indonesia, with savings ratios of 30% or more, are appealing as they are currently relatively large markets with promising growth prospects.

The demand and opportunities differ in each market across the globe. China and the US remain consistent top priority countries for trade; however, there have been some changes since 2013.

**Conclusion**

International clients are key to the success of the UK asset management industry. This success can be measured by both attracting international assets into the UK and also the promotion of our skills and capabilities to international clients.

It’s important to recognise that international markets are changing because of demographic shifts, increased economic activity and geopolitical changes.

A relentless focus on the priority markets and how they are evolving will be vital for success.