Asia
as a financial services partner
for London

CITY OF LONDON

London+Asia
A decade of growth through partnership

ASIA HOUSE

Foreword

'A decade ago the City of London Corporation established representative offices in Beijing, Shanghai and Mumbai, where we promote two-way investment between Asia and the UK and contribute practically to financial policy and reform. Over the past 10 years, Asia has emerged as a world leader for economic growth; we expect this to continue well into the next decade, especially in the financial and professional services sector, as this report showcases. I am delighted to work with valued partners from global industry to ensure London is the best place to do business with the world, building links and deepening connections with Asia throughout the next decade.'

Catherine McGuinness, Policy and Resources Committee Chairman, City of London Corporation

'The City of London is proud to be a longstanding partner for Asia, supporting trade, investment and policy partnerships. London's unique role as the world's leading global financial centre is an excellent match for the outstanding growth in financial services and innovation across all of Asia, and we intend to act as a powerful partner for the next decade of growth in Asia and the UK. This year, 2018, marks the celebration of 10 years of City of London representation in Asia. I am delighted to witness achievements from the past decade of collaboration, and I invite the global financial services community to join us in setting high-level goals for the future of the City of London's engagement with Asia, through the "Asia Next Decade" campaign.'

Alderman Charles Bowman, Lord Mayor of the City of London 2017-18

Preface

'Over the past 10 years, the City of London has been delighted to be a key partner for Asia in promoting shared economic growth across financial services. This year, we celebrate the anniversaries of our three Asian overseas offices in Beijing, Shanghai and Mumbai. Over the years, these partnerships have welcomed new businesses to London, helped to shape domestic and global policy and built new business. London is the world's leading foreign exchange centre and home to the most international stock market; a natural gateway for Asian businesses to expand internationally. The City of London is now home to more than 50 Asian financial services institutions, and will welcome more throughout 2018. Our thought leadership in the areas of Emerging Markets Currency Internationalisation, Green Finance and FinTech, and their connections with Asia, have helped us future-proof London as the best place to do business in the world. Our connections with Asia have supported industry, converted initial connections into growth stories for businesses and contributed to government-to-government dialogues on financial services.

'The City of London Corporation is committed to acting as a powerful partner for the next decade of growth in Asia and the UK, and we are pleased to launch our "Asia Next Decade" campaign for 2018 and beyond. This paper highlights key trends in Asia, giving us the opportunity to consider how London can respond to these drivers of growth and prepare for the next decade. The trends identified are green finance, risk-balanced infrastructure, digitisation and an increase in trade in services with Asia. London cannot plan for a future without Asia, and these are all areas where London and Asia can work together to thrive.

'As we take our first steps in making plans for the next decade with our valued partners from the public and private sectors, we look forward to shaping our priorities for London's links with Asia together. We believe there is immense value in stronger and deeper links with Asia, as it is clearly the region leading global growth. Following Brexit, we must seize opportunities that arise from a growing middle-class, young and skilled population, the rapid emergence of a digital economy and rising infrastructure spending in Asia. We invite all our valued partners to contribute to our consultation on how the City of London can do our part in forging these strong and deep links with Asia. We welcome your input online, via our planned events or by reaching out with your thoughts. In 2018, City of London is committed to driving growth through partnership. This is the beginning of City of London: Asia Next Decade.'

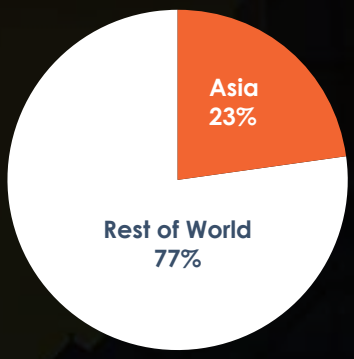
Sherry Madera, Special Adviser for Asia, City of London Corporation

Asia
as a financial services partner
for London

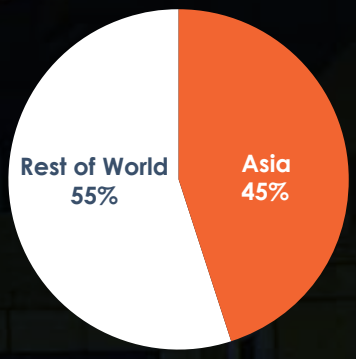
The world is changing. Demographic shifts and technology disruptions are transforming the financial services industry. Nowhere is this more evident, and the opportunities more exciting, than in Asia.

Asia[1] is home to some of the fastest-growing economies in the world, and can be considered the greatest contributor to global growth. Its ascendancy is set to continue in the next decade, with its share of the world GDP (in PPP terms) forecasted to reach 45% by 2025.[2] Much of this growth will be driven by China, already the largest economy in the world (in PPP terms), and India, which has the potential to become the second largest by 2040.[3] The Association of Southeast Asian Nations (ASEAN) is also an emerging economic powerhouse, with its 10 countries collectively projected to rank as the fourth-largest economy by 2050.[4] While the already-affluent economies of Japan and South Korea may no longer set the pace in terms of economic growth, they will nonetheless remain in world's top economies in 2030.[5]

World GDP in 1990



World GDP in 2025



Asia's role as an engine of global growth gives rise to a multitude of opportunities for the financial and professional services industry: a core strength of the UK. There has already been an upward trend in UK exports of professional, management consulting and research and development services to Asia; figures from the Office of National Statistics show that UK–Asia exports in this sector reached a record high of 3,731 million pounds in 2015, with stable year-on-year growth for the past half decade.[6] Asia is also the fastest-growing trade partner for the UK, with total exports in services growing at 8.9% each year.[7] Asia is also at the forefront of the disruptive changes sweeping through the financial services industry, with players seeking to provide innovative solutions to the large unbanked or underbanked population and growing e-commerce market. To secure London's future as the world's leading global financial centre and trendsetter in this sector, it is essential for the UK to place Asia at the forefront its political and economic thinking, and position itself as a first-choice partner in Asia's success story.

> ‘90% of the worlds growth, before 2030, will come from outside of Europe. Asia, with its growing population, its growing markets and increasing middle class population, will be a vital place for us to market UK goods and services into.’
>
> **Greg Hands, UK Minister of State for Trade and Investment in an interview with Asia House, August 2017**

> ‘Across Asia populations are growing, prospering and seizing the benefits of technological change. Asia is likely to remain one of the most resilient regions, as trade and investment flows are reshaping and Asia sits at the heart of that.’
>
> **Standard Chartered Bank Plc**

This report will highlight the trends reinforcing Asia's role as an engine of global growth, analyse how they will shape the financial services industry, particularly in the areas of finance, trade, currency and infrastructure, and showcase how London can strengthen its role as Asia's first-choice partner in the West for financial and professional services.

China

GDP (PPP) in 2030: 38 trillion dollars
GDP ranking in 2030: 1st
Population growth rate: 0.5%
Internet use: 53.2%
FDI, net inflows: 170.6 billion dollars
Ease of doing business ranking: 78th

India

GDP (PPP) in 2030: 19.5 trillion dollars
GDP ranking in 2030: 3rd
Population growth rate: 1.1%
Internet use: 29.5%
FDI, net inflows: 44.5 billion dollars
Ease of doing business ranking: 100th

Japan

GDP (PPP) in 2030: 6 trillion dollars
GDP ranking in 2030: 4th
Population growth rate: -0.1%
Internet use: 92%
FDI, net inflows: 34.9 billion dollars
Ease of doing business ranking: 34th

South Korea

GDP (PPP) in 2030: 2.8 trillion dollars
GDP ranking in 2030: 13th
Population growth rate: 0.5%
Internet use: 93%
FDI, net inflows: 10.8 billion dollars
Ease of doing business ranking: 2nd

Indonesia

GDP (PPP) in 2030: 5.4 trillion dollars
GDP ranking in 2030: 5th
Population growth rate: 1.1%
Internet use: 25.4%
FDI, net inflows: 4.1 billion dollars
Ease of doing business ranking: 72nd

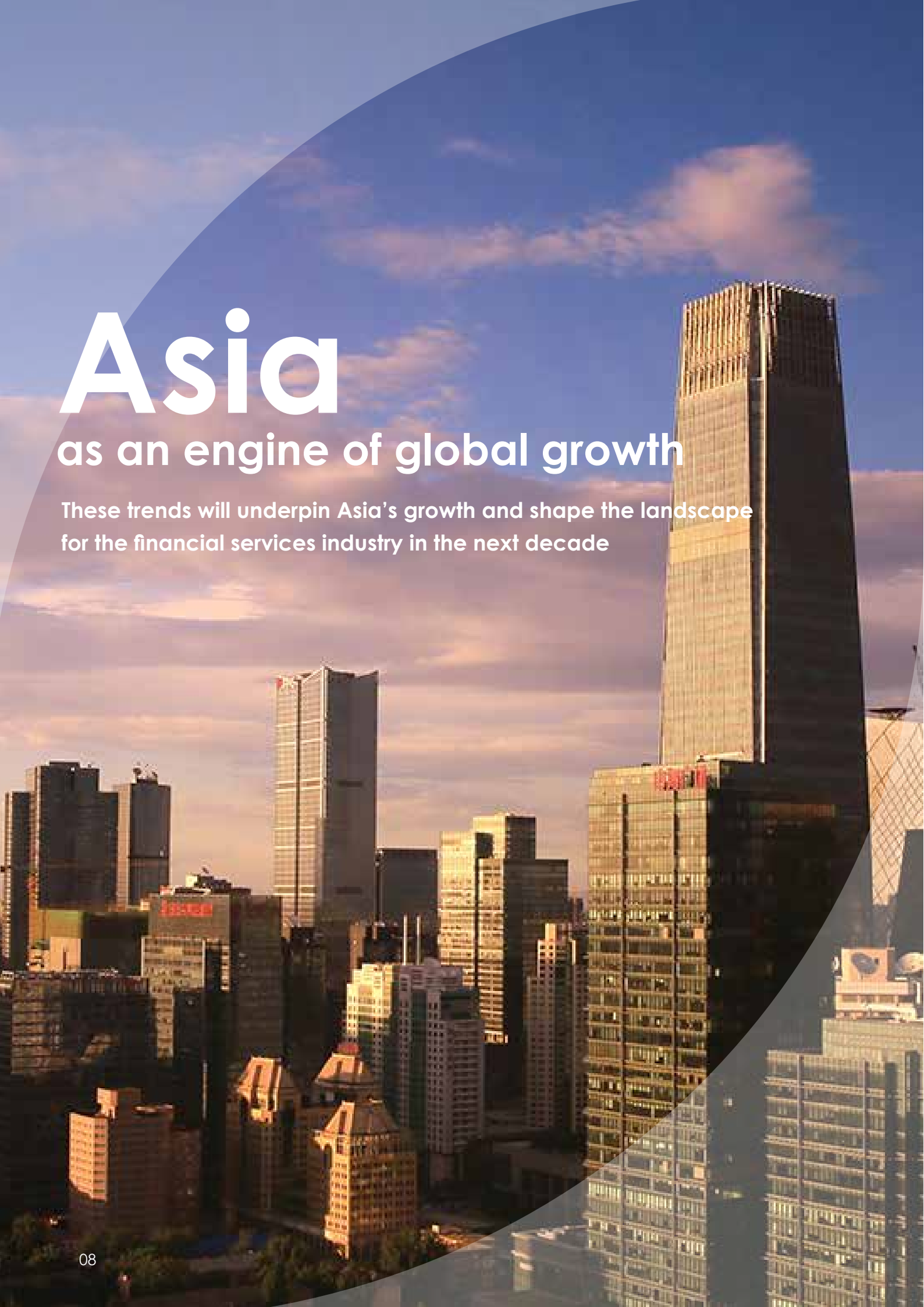
Malaysia

GDP (PPP) in 2030: 1.5 trillion dollars
GDP ranking in 2030: 25th
Population growth rate: 1.5%
Internet use: 78.8%
FDI, net inflows: 13.5 billion dollars
Ease of doing business ranking: 24th

Singapore

GDP (PPP) in 2030: 0.59 trillion dollars
GDP ranking in 2030: 40th-50th
Population growth rate: 1.3%
Internet use: 81%
FDI, net inflows: 61.6 billion dollars
Ease of doing business ranking: 4th

Sources: GDP forecasts in PwC, 2015, 'The World in 2050: Will the shift in economic power continue?'; The World Bank, World Development Indicators Databank.



Asia
as an engine of global growth

These trends will underpin Asia's growth and shape the landscape for the financial services industry in the next decade

The rise in infrastructure spending in Asia will be a key driver of growth in the next decade. By 2025, nearly 2.5 billion Asians will live in cities, accounting for almost 54% of the world's urban population.[8] India and China alone will account for more than 62% of Asian urban population growth and 40% of global urban population growth from 2005 to 2025.[9] To keep up with the pace of urbanisation in emerging Asia, significant infrastructure spending is required. Asian Development Bank (ADB) estimates that developing Asia will need to invest 26 trillion dollars from 2016 to 2030 to maintain its growth momentum, eradicate poverty and respond to climate change.[10]

Governments in the region have focused on infrastructure development in their growth strategies, including undertaking regulatory and institutional reforms to make infrastructure more attractive to private investors:

• The Indonesian government under President Joko Widodo has enacted sweeping reforms to encourage private and foreign investment in refineries, electricity and private–public infrastructure partnerships, including introducing new regulations on land acquisition, a negative investment list and legal governmental guarantees for direct lending.[11]

• The Modi administration in India has similarly sought to dissemble barriers to foreign and private investment, including lifting 50% of foreign investment caps on railways, removing all FDI restrictions in the construction sector and opening up natural resources to private investment.[12]

• The upcoming high-speed railway projects linking Singapore and Kuala Lumpur, as well as Kunming and Vientiane (among others), will further boost investment spending in the region. The Singapore–Kuala Lumpur line alone is expected to reach an annual ridership of 15.2 million by 2030, and represents the central plank of Malaysia's plans to achieve a 15,000-dollar-per-capita income by 2020.

Infrastructure investment potential 2016–2030

	Total by 2030	Annual
Asia	**US$ 28,175 billion**	US$ 1,878 billion
China	**US$ 16,504 billion**	US$ 1,100 billion
India	**US$ 5,504 billion**	US$ 367 billion
Indonesia	**US$ 1,304 billion**	US$ 87 billion

Source: ADB, 2017, 'Meeting Asia's Infrastructure Needs'.

'Asia faces a significant infrastructure funding gap in the years ahead. This is a challenge for the region as it aims to build new trade links and raise living standards, but it also offers a great opportunity for the UK to support the region and bridge the gap with private sector finance.'

James Kenny, Head of Global Affairs, Arup

The pool of capital in this sector is deep. McKinsey Global Institute estimates that globally more than 5 trillion dollars a year is available for infrastructure investment across infrastructure funds; institutional investors; public treasuries; development banks; commercial banks; corporations and even retail investors.[13] China's ambitious Belt & Road Initiative (BRI) will further spur growth in this sector, with the involvement of more than 60 countries and a combined inward FDI stock of around 6 trillion dollars.[14] For emerging countries, developing deep and well-regulated capital markets domestically, as well as leveraging international capital markets, will be key in obtaining investment funding for infrastructure projects:

- The London Stock Exchange has welcomed rupee-denominated 'Masala bonds' from India's largest corporates, state-owned companies and government agencies to fund infrastructure projects, including the National Thermal Power Corporation, National Highways Authority of India and Indian Renewable Energy Development Agency.

- In December 2017, Indonesian state-owned toll-road operator Jasa Marga listed its first rupiah-denominated 'Komodo bond' on the London Stock Exchange.

The growing middle-class, young and skilled population will also be a key driver of growth in the region. Two-thirds of the global middle-class will be living in Asia by 2030, while only one-fifth will live in North America and Europe, down from more than half in 2010.[15] The rising affluence will translate into growing demand

BRI and the role of Hong Kong

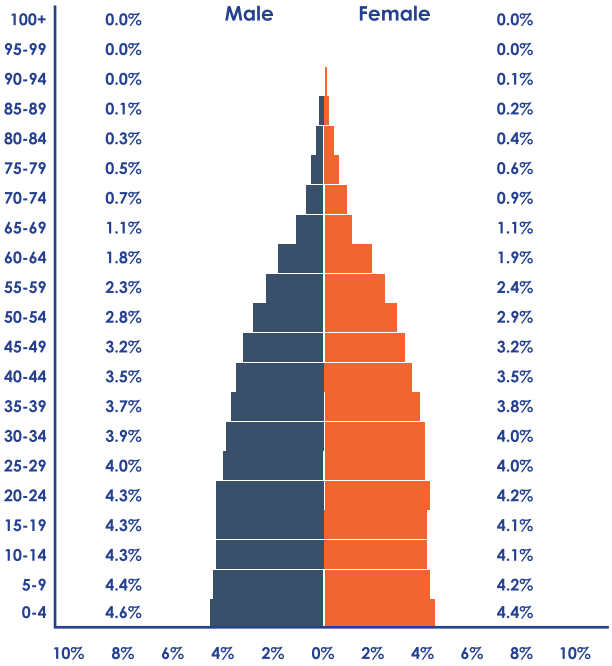
- Hong Kong is the dominant offshore renminbi centre.

- Hong Kong is the traditional gateway for Chinese outbound investment.

- With its large and specialised talent pool and well-developed financial service industry, Hong Kong will be vital for China's BRI strategy.

- As the second-largest forex market in Asia and fourth-largest worldwide, Hong Kong will be fundamental for the internationalisation of the renminbi and raising capital for BRI projects.

Young, fast-growing populations in Southeast Asia



Source: United Nations, Department of Economic and Social Affairs, Population Division, 2015, 'World Population Prospects: The 2015 Revision, Key Findings and Advance Tables', Working Paper No. ESA/P/WP.241.

for goods and especially services. By 2030, global middle-class consumption could be 29 trillion dollars more than in 2015, with the majority coming from spending in middle-income countries.[16] Today's lower middle-income countries, including India, Indonesia and Vietnam, will have middle-class markets 15 trillion dollars bigger than today.[17] At the same time, the young and fast-growing working-age populations in parts of Asia will boost domestic demand and output. By 2030, the working population of India will expand to 68% of the total population of 1.5 billion. A concurrent boost in life expectancy to 70 years of age as well as increased urbanisation will further fuel new markets.[18] This trend is also notable in Indonesia and Malaysia, where working-age populations are set to remain above 60%.[19] To reap the demographic dividend and accelerate economic growth, the provision of quality education and healthcare, and productive employment, will be critical.

The newly affluent and young populations are digitally savvy, presenting sizeable opportunities for FinTech and e-commerce. There is a high demand for FinTech solutions, with a significantly unbanked or underbanked population and a rapidly growing internet market. In 2014, less than half of ASEAN's adult population had access to banking services.[20] Research by Google and Temasek indicates that ASEAN has the fastest-growing internet market, with 124,000 new internet users every day.[21] These factors have fuelled FinTech investment into Asia, which exceeded North America for the first time in 2016 and is currently averaging 760 to

‘Prudential has operated across Asia for more than 90 years, with leading insurance and asset management businesses now in 14 countries. We have long believed in the favourable economic and demographic trends of the region and have responded by building high-performing businesses with multichannel distribution, a product portfolio centred on regular savings and protection, award-winning customer services and investment solutions across a broad range of asset classes. Prudential is proud to be one of the UK's leading companies responding to the region's demands and opportunities – both now and in the coming years.’

Julian Adams, Global Director of Regulatory and Government Affairs, Prudential Plc.

New FinTech markets

- Annual returns on FinTech investment in India are highest worldwide at 29%, compared to Asia's average of 25% and the global 20% standard.
- The four biggest FinTech newcomers worldwide are Chinese, with a combined value of 91.4 billion dollars.
- In 2017, a demonetisation wave in India led to a 1,000% increase in demand for digital transaction technologies.
- Hong Kong and Singapore are ranked in the top seven worldwide for FinTech talent availability and regulatory environment.

Sources: PwC, 2017, 'FinTech Trends Report – India 2017'; PwC, 2017, 'The State of FinTech'.

790 million dollars per quarter.[22] Google and Temasek also estimate that Southeast Asia's internet economy will be worth 200 billion dollars in 2025, built on the back of around 50 billion dollars in investment.[23] Cognisant of the way technology is transforming the financial services industry, Singapore's industry transformation map for financial services – a roadmap to become a leading global financial centre – has made facilitating innovation in the sector and encouraging the adoption of technology areas of key focus.[24] As FinTech and e-commerce thrive, cybersecurity is another sub-sector on the rise, given its important role in ensuring that the momentum for growth in this sector is maintained. Worldwide spending on information security products and services is already on the rise, with spending expected to grow to 93 billion dollars this year, up from 80.3 billion in 2016.[25]

ASEAN

- ASEAN set to become the world's fourth largest market by 2030.
- Cumulative GDP of 2.5 trillion dollars makes ASEAN 5th largest economy.
- Five largest ASEAN economies receive more FDI than China, with yearly FDI stocks of 120–130 billion dollars.
- 5.3 trillion dollars of trade crosses through ASEAN's maritime territory every year.
- The Association is the world's 3rd fastest growing economy, after only China and India.

Source: JP Morgan, 'ASEAN's Bright Future: Growth Opportunities for Corporates in the ASEAN Region'. https://www.jpmorgan.com/country/US/EN/cib/investment-banking/trade-asean-future.

Closer integration in Asia will be a dynamic driver of growth, as goods, capital and labour move more freely throughout the region. If implemented successfully, the ASEAN Economic Community (AEC) could boost the region's economies by 7.1% between 2016 and 2025, as well as generate 14 million additional jobs.[26] ASEAN is also active in Free Trade Area negotiations and pushing for the conclusion of the Regional Comprehensive Economic Partnership (RCEP), with its six regional trading partners: China, India, Japan, South Korea, Australia and New Zealand. If concluded, the RCEP could transform the region into a more integrated market representing one-third of global GDP, 22 trillion dollars in economic activity and half the world's population.[27] Together with the Trans-Pacific Partnership-11, which was recently revived, the region could be one step closer to translating the vision of the Free Trade Area of the Asia-Pacific – the largest trade liberalisation agreement in history – into reality. The potential for intra-regional trade is also immense. According to PwC, intra-ASEAN exports, which were valued at 330 billion dollars in 2016, could reach 410 billion dollars in 2025.[28] South Asia is also the least-integrated region in the world, and the removal of barriers to trade could boost intra-regional trade in goods in South Asia from 23 billion to 50 billion dollars.[29]

This will lead to considerable opportunities for the financial services industry. As infrastructure, both material and digital, improves in the area, the resulting regionalisation will need to be accompanied by the development of a high-quality wealth and asset management sector. These opportunities for international financial services partners will also be found in retail wholesale banking, as access to commercial banking becomes more widespread in the region. In addition, the growing trade volumes raise potential for marine and trade credit insurance, as well as business interruption insurance, given the inherent risks and opportunities of integrating into the global value chain.

> ‘The renminbi's inclusion reflects the progress made in reforming China's monetary, foreign exchange and financial systems, and acknowledges the advances made in liberalising and improving the infrastructure of its financial markets. The continuation and deepening of these efforts, with appropriate safeguards, will bring about a more robust international monetary and financial system, which in turn will support the growth and stability of China and the global economy.’
>
> **Christine Lagarde, Managing Director of the IMF, at the launch of the new SDR basket, 30 September 2016**
>
> *Source: http://www.imf.org/en/News/Articles/2016/09/30/AM16-PR16440-IMF-Launches-New-SDR-Basket-Including-Chinese-Renminbi*

China's explosive economic growth and integration into the global economy has led to the rising prominence of the renminbi in international trade and investment. Internationalisation of the renminbi started in the last decade, and picked up pace following the financial crisis in 2009. Between 2010 and 2016, renminbi saw its volumes soar by over 500%, and now ranks fifth as a world forex currency in terms of trading value.[30] It is now being used in trade settlements, bond issuance, foreign direct investments and bank deposits, and formally became a reserve currency with its inclusion in the International Monetary Fund's Special Drawing Rights (SDR) in 2016. China has taken steps to further boost global usage of the renminbi with initiatives such as the Shenzhen–Hong Kong stock connect, which allows foreign investors greater access to shares listed in Mainland China, and Bond Connect, a trading link connecting China's bond market with the world. The BRI will also accelerate this process, with renminbi used as a fundraising vehicle for projects and used in hubs in the Belt and Road, including London. London and is now the largest renminbi clearing centre outside of Greater China, with 36.3% of renminbi forex transactions (excluding China) conducted with the UK.[31]

Internationalisation of the rupee will follow as India's economic clout grows, though India remains far behind in China in this process. While the Reserve Bank of India has taken incremental steps to liberalise the currency, including the listing of 'Masala bonds' in London in 2014 and allowing Indian corporates and banks to issue rupee debt abroad, it remains cautious in making its capital account fully convertible. We can, nonetheless, expect further

reforms as the benefits of internationalising the rupee become clearer with India's increased role in global financial markets and international trade over the next decade.

Asia's economic prosperity will depend on its ability to ensure sustainable development, including mitigating the projected impact of climate change. Asia's impressive and rapid economic growth has come with costs, including unsustainable natural resource exploitation, environmental degradation and widening inequality between the rich and poor and between cities and urban areas. The region is also highly vulnerable to the adverse impact of climate change; between 1996 and 2015, six of the world's 10 countries most affected by extreme weather events were Asian: Myanmar; the Philippines; Bangladesh; Vietnam; Pakistan and Thailand.[32] According to the United Nations Economic and Social Commission for Asia and the Pacific, an estimated 2.5 trillion dollars annually until 2030 is needed for sustainable development in the Asia Pacific – to close gaps in basic services and infrastructure, protect the environment, enhance energy efficiency and respond to climate change.[33] Governments in the region have started to focus on sustainability, particularly with the Paris Agreement, signed by 195 countries attending the United Nations Framework Convention on Climate Change 21st Annual Conference of the Parties in December 2015. The PRC government has demonstrated leadership in this sector, most recently with President Xi Jinping affirming China's commitment to green development at the 19th National Congress of the Chinese Communist Party.

Potential for climate-smart investments in Asia

- China, Indonesia, the Philippines and Vietnam alone have a climate-smart investment potential of 16 trillion dollars, most of which is concentrated in the construction of new green buildings.
- Bangladesh and India have an investment potential of about 2.2 trillion dollars, concentrated in the construction of green buildings, ports and rail transport infrastructure, and energy efficiency.

Source: IFC, 2016, 'Climate Investment Opportunities in Emerging Markets: An IFC Analysis'.

Having assessed the national climate change commitments and other policies in 21 emerging markets, the International Finance Corporation (IFC) estimated that key sectors in these countries have an initial investment opportunity of nearly 23 trillion dollars from 2016 to 2030.[34] To meet the massive investment needs, the mobilisation of private-sector financing is key. To this end, international cooperation has broadened and deepened in recent years, and countries have taken steps to align their financial systems with sustainable development. These include China's Guidelines for Establishing the Green Financial System, launched in 2016; the Reserve Bank of India's roadmap for green banking in India; and Indonesia's issuance of regulation on Sustainable Finance in 2017 for banking, capital markets and nonbank financial institutions.[35] Going green is already picking up momentum in the private sector; demand for green bonds hit a record high in 2017, with 94.5 billion dollars of green

bonds issued globally in the first three-quarters of the year.[36] China has taken the lead in global green bond issuance, raising 36.2 billion dollars in 2016, accounting for 39% of global issuance.[37] Islamic finance is another avenue to facilitate further inflows of private capital into this sector; in 2017, Malaysia launched the world's first green *sukuk*, an Islamic bond in which the proceeds are used to fund specific environmentally sustainable infrastructure projects. The potential for the insurance industry is also immense, as governments and businesses increasingly look to insurance as a mechanism for offsetting climate change risks, protecting from the impact of extreme weather events and providing rapid access to post-disaster payments.

> ‘Green *sukuk* have the potential to further broaden this market as well as to help bridge the gap between the conventional and Islamic financial worlds.’
>
> **Faris Hadad-Zervos, World Bank Country Manager for Malaysia, on Malaysia's launch of the world's first green Islamic bond, July 2017**
>
> *Source: http://blogs.worldbank.org/eastasiapacific/malaysia-launches-the-worlds-first-green-islamic-bond*

Effective policies to mitigate the challenges of the ageing population can help to ensure that economic growth remains robust in Asia. The Asia-Pacific region is ageing at a faster rate than any other region in the world, and is set to be home to over 60% of the world's over-65s by 2030.[38] Rapidly ageing China; Japan; South Korea; Taiwan; Thailand and Singapore are fazed with smaller workforces and potentially lower productivity growth in the years ahead, which will dampen economic growth. To mitigate the impact of this trend, it is crucial for governments to prepare for sustainable health and pension systems, and also implement policies to increase productivity, including raising the retirement age and encouraging women to join and remain in the workforce.

Nonetheless, there are also ageing-related business opportunities to be found. According to Deloitte, Asia's over-65s are the largest and fastest-growing market in the world.[39] The number of over-65s in Asia will grow from 365 million in 2017 to more than 520 million in 2027,[40] presenting business opportunities in asset management and insurance, as well as sectors such as healthcare, consumer goods for the elderly, housing and social infrastructure. For example, Deloitte estimates that the market of products and services targeted at populations aged 50 and above will triple, from about 33 billion Singapore dollars in 2015 to 91 billion Singapore dollars, in 2025.[41] A large segment of this generation is also part of the emerging middle-class, who are increasingly looking outside government structures to ensure security for their retirement. While part of this stems from the inadequate pension provision in many parts of Asia, individuals are also increasingly relying on themselves for retirement planning. In Singapore, for example, 74% of workers expect to rely on their own assets in the future. [42] Financial services can hence play a vital role in filling this gap between government systems and individual savings through sophisticated asset management.

Conclusion

With infrastructure development and greater regional integration underway, and Asia at the forefront of the latest changes in the global economic and technological environment, the conditions are ripe for Asia to reinforce and strengthen its role as an important engine of global growth in the next decade. That said, Asia's success will also depend on its ability to safeguard against external shocks and adjust to China's rebalancing towards a consumption-driven economy. Rapidly ageing parts of Asia will also need to implement structural reforms to effectively address the demographic challenges that they face, particularly to enhance productivity and coverage of pension systems.

In Asia's growth, London has a unique opportunity to maintain its status as the global centre for financial services, but the correct policy decisions and incentives must be implemented. At a time of uncertainty, as the economic impact of Brexit takes hold, London can overcome such challenges by aligning and prioritising key Asian countries and cities.

2018 marks a decade of City of London Corporation's direct presence in Asia through its three offices, established in Beijing, Shanghai and Mumbai. This anniversary offers a unique opportunity for the City Corporation to make further commitments to Asia as a powerful partner for the next decade of growth through partnership between Asia and the UK. The 'Asia Next Decade' campaign will be the primary platform for the City Corporation to generate content, awareness and new relationships to accelerate our next decade's engagement with Asia.

This campaign offers the opportunity for businesses to be the City Corporation's valued partners and to shape London's links with Asia in the next 10 years. With its unique and independent position, the City Corporation can build links between businesses, governments and regulators as a means to effect change and drive growth in Asia and the UK.

We are pleased to invite you to partner with us on upcoming activity, including the publication of case studies and research papers, surveys, celebration events, high-level roundtable discussions and senior official visits, aiming to shape the City Corporation's strategies to strengthen London's links with Asia in the next decade. Your support on the 'Asia Next Decade' campaign is much appreciated.

More information is available at cityoflondon.gov.uk/asianextdecade.

This report was produced by Asia House, in collaboration with the City of London Corporation.

Asia House is the Centre of Expertise on Asia. It aims to drive political and economic engagement between Europe and Asia through a programme of events featuring thought leaders and opinion formers; research activity; and policy and advisory work.

References

1. For the purposes of this paper, we will use the World Trade Organization's approach to Asia as a trade bloc. This area spans from Japan to the Hindu Kush on the Pakistan–Afghanistan border. India, as well as the 10 member states of ASEAN, are included, without incorporating Australasia into the analysis. See: https://www.wto.org/english/res_e/statis_e/statis_bis_e.htm?solution=WTO&path=/Dashboards/MAPS&file=Map.wcdf&bookmarkState=%7b%22impl%22:%22client%22,%22params%22:%7b%22langParam%22:%22en%22%7d%7d
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