

# AIMA CANADA FOUNDER INTERVIEWS

AIMA

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FIAM



## 1 Why have you agreed to join AIMA, as Deputy Chairman a few years ago?

After chairing the Quebec committee of AIMA Canada for 3 years, I accepted the position of deputy chairman because I believe AIMA is an exceptional vehicle to contribute to the growth and competitiveness of an industry that is undergoing a profound transformation. Think of the challenges related to funding the pension fund gap, governance issues (capital for good - ESG, impact investing), the arrival of BIG data & the deployment of disruptive technologies such as AI/ML.

This environment also presents unique opportunities to improve one's competitiveness through innovation. It is in this context that pension funds, family offices and private investors consider a wider range of strategies and asset classes and reassess their operating model including their insourcing-outsourcing approach – to improve the risk/reward profile of their wallet for the benefit of the ultimate beneficiary – the end investor. Mister everyone.

On the investment supply side, we are seeing a proliferation of investment products, complex structured strategies are being launched by highly sophisticated asset managers using the latest technological developments available, an approach that reduces the time-to-market cycle. All this happening in a growing global regulatory environment.

One can easily conceive the multiple roles that AIMA plays in this transformational universe – in active and proactive roles, contributing to talent development (emerging managers), educating, raising awareness, serving as conduit, fostering research, advocacy, sound practices, good governance, – an exceptional opportunity to participate, deepen one's knowledge of the industry, and contribute to the growth and competitiveness of one's own firm.

## 2 Is the AIMA association well prepared to serve an industry undergoing profound transformation?

Looking back, I can only see how much recognition AIMA has gained from the industry in Canada during this time. This observation is, for me, more visible in Quebec because I participated in its growth and saw firsthand the remarkable increase in the participation of the industry in its many activities and events.