

Nordic Fintech has room to grow in Asia

Globally the digitalisation of financial industry is continuing strong, and Singapore participates the transformation by building its infrastructure in the favour of Fintechs. This has been essential for the development of the local Fintech scene, and nowadays Singapore can be considered as one of the top Fintech hubs in the world.

The huge opportunity and favourable environment offered by Singapore is attracting companies from all over the world. One of these is FA Solutions, investment management software provider from the Nordics. "Singapore has developed into a top-level, constantly growing wealth management hub in the Asia region. We have been looking into the Singaporean market for some time already as there has been an increasing demand for our wealth management platform during the past couple of years," comments Hannes Helenius, Chairman of the Board at FA Solutions.

Are Robo Advisors the next big thing in Asia?

In addition to its home market, Singapore is providing a gateway to elsewhere in Asia. After the boom of consumer lending and peer-to-peer lending in Asia, robo advice is predicted to be the next big trend of masses. A robo advisor is a digital investing platform that brings investing services into a broader audience than ever before. FA Solutions is seeking to help Asian companies in building cost-efficient robo advisors by automating their back-office functions.

Additionally, this spring FA Solutions was selected to participate the European Union export programme that helps companies to expand into Asia. "We at FA Solutions have deployed our modern asset management platform to a growing number of financial institutions and asset managers in Singapore, and are seeking to grow our networks even further ahead in the region. We deliver a competitive edge to our Singapore based clients by bringing cost efficiency and automation into their processes. We enable companies to replace multiple systems with one platform, that adapts easily into multiple businesses like robo advice, fund management, and discretionary asset management with diverse asset classes," Helenius adds.

More information

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Founded in 1999, FA Solutions is today the leading provider of software solutions for Asset Managers, Fund Managers and Private Bankers, with a rapid growth both in the Nordics and globally. FA Solutions offers modern tools for portfolio management, investment analysis, reporting, CRM and sales – everything included in one software platform which is always accessible with any device. The FA software platform is built with blocks which makes it easy to set up and tailor for customer needs but also flexible for growth. FA Solutions is a combination of high-level technical skills and strong knowledge from the finance industry. www.fasolutions.com



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