

# Shining Through: ETF Opportunities in Greater China

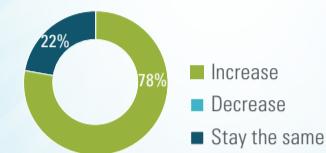
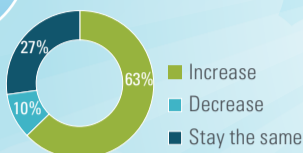
Brown Brothers Harriman (BBH) recently surveyed 100 institutional investors, financial advisers, and fund managers from Greater China – including Mainland China, Hong Kong, and Taiwan. Here's what they had to say:



## GREATER CHINA HOLDINGS IN ETFs ARE SET TO RISE

**63%**

of respondents in Greater China plan to increase ETF investments in the next 12 months.



## MAINLAND CHINA TELLS AN EVEN STRONGER STORY

## SMART BETA MOVES FROM NEWCOMER TO PORTFOLIO STAPLE

**97%**

of Greater China respondents have at least one smart beta ETF in their portfolio.

**38%**

purchased a smart beta ETF in the last 12 months to replace an actively-managed mutual fund.

## GLOBAL INTEREST IN MAINLAND CHINA CONTINUES TO GROW

**69%**  
of US...

**71%**  
of European...

... respondents have plans to invest in the China capital markets this year.

**Mainland investors show strong interest in accessing Hong Kong ETFs.**

**98%** of Mainland China respondents are interested in buying Hong Kong ETFs either through the Stock Connect or Mutual Recognition of Funds program.



Visit [bbh.com/etfsurvey](http://bbh.com/etfsurvey) for a full report of our findings



shawn.mcintosh@bbh.com  
(Global)



chris.pigott@bbh.com  
(Asia)