

# East & Partners Enhances Asia Banking Markets Coverage

(7 October 2014 – Hong Kong, Sydney) East & Partners Asia is pleased to announce the appointment of **Lachlan Colquhoun** to the role of Chief Executive Officer, East & Partners Asia.

Colquhoun is relocating to Hong Kong to take up this posting at the end of the year and will be driving the firm's practices in transactional banking, trade finance, wealth, thought leadership engineering and strategic research with clients and East & Partners Asia team.

"We are seeing an explosion in demand for high quality demand-side market analytics and strategic guidance coming from a variety of segments across Asia", stated Colquhoun. "This comes from the international banks returning to the region with renewed value propositions, regional banks looking to extend their networks and geographic footprints as well as the purely domestic banks figuring out where they best play in these changing market landscapes". East is already working with a number of clients across these segments through the firm's successful joint venture partnership with Haymarket Media in Asia.

At the same time, East has announced the appointment of **Martin Smith** as Head of Markets Analysis, Australia. Based in Sydney, Smith's enhanced role with East covers both analytical fulfilment and client development. "This more completely integrates East's research with strategic insight and guidance for our client banks" he commented. "This is especially important in our rapidly growing thought leadership practice, where East delivers both content and distribution for client branded market indices."

Also joining East in Sydney from Morningstar where she worked with institutional clients in data analytics, investment research support and product development, **Jessica Gao** brings further depth to East's core research and analysis work in the Australian market.

# ABOUT EAST

## About East & Partners Pty Ltd

East & Partners Pty Ltd is a leading specialist market research and consulting firm in the business, corporate and investment banking markets of Australia, UK, and North America, delivering both multi-client and proprietary market analysis services to financial services providers. East provides market insight across transactional, trade, FX, merchant, credit, funding, risk and advisory product markets.

## About East Haymarket Pte Ltd

East & Partners Asia is a leading specialist market research firm in the business, corporate and investment banking markets of Asia Pacific, working across 11 countries in the region delivering both multi-client and proprietary market analysis services to financial services providers.

The delivery of accurate quantitative analysis on the region's exploding demand for sophisticated transaction, debt, treasury, investment, FX, wealth, Shariah and advisory banking services and products is uniquely addressed by East's "bottom up" research methodologies, based on many thousands of customer interviews annually in China, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan and Thailand.

The joint venture firm powerfully combines the assets of East & Partners in research and analysis with those of Haymarket Media in the "Corporate Treasurer" and "Finance Asia" publishing and events platforms across Asia.

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