

## Case Study

# Supporting your investment strategy with long-term perspectives



### Overview

To make long-term investments, investors need long-term thinking. That's why one of the largest pension funds globally subscribed to Oxford Economics' Global Macro Service, Global Cities Service and Regional City Services. They currently use our macroeconomic forecasts as one of the references in reviewing market fundamentals for investment.

### The Client's challenge

- ▶ As long-term investors, our client needed to have a solid understanding of the macro economy and forecast market mega trends which affect their investments.
- ▶ Our client needed to review investment strategy and memos periodically to make sure they were aligned with market fundamentals. When looking into specific investments, our client also needed to conduct full market analysis to build a business case. In both cases, our client required solid, and transparent data to support their decision-making.
- ▶ Our client invested in emerging markets, in which data can be hard to acquire and may not be reliable.
- ▶ As a global pension fund, our client invested in many countries. Their global team needed to be able to compare different countries and cities using consistent indicators from a global data platform.



### Solution and results

- ▶ By subscribing to our macro and city services, our client gained access to all our global macro monitoring tools and professional analysis by our economists. Our client can make reference to our independent and impartial analysis and commentaries in reviewing investment strategies and opportunities.
- ▶ With access to our economic database, our client was able to build custom queries and download all our macro and city economic data for their own usage, be it forming investment assumptions or drafting proposals. A methodology report was provided to our client with a full explanation of data sources, definitions and forecast methods.
- ▶ Our products and services cover all the locations our client invests in. In extreme cases where even the official data sources lacked the necessary information, our dedicated team of economists were able to provide Oxford Economics estimates using our economic model. All data were annotated by source, date of update, and analyst, building a foundation of trust for reporting and communication.
- ▶ Leveraging our global economic database, our client was able to compare the prospects and trends for locations across different continents, using consistent definitions of cities, sectors, demographics, spending behavior etc. This characteristic was highly appreciated by our client, because it provides a platform for more efficient comparison of macro economic parameters.

## Contact Us

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