

Strategies. Focusing on international markets

Banknord becomes Banor

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Change of name and new business opportunities for Banknord, an independent boutique firm founded in 1999, active in private banking with 3,5 billion of assets under management. Banor Sim – the new name of the company – has acquired a stake in the London-based investment firm Proxima Investment Management Ltd (now renamed as “Banor Capital Ltd”). Banor Capital Ltd is an FCA regulated firm that manages a Luxembourg Sicav, Proxima Investments Sicav – which has in turn been also renamed “Banor Sicav” to create an identifiable brand across the board.

“With this acquisition – explains the CEO Massimiliano Cagliero – Banor Sim expands its presence to International capital markets, with a direct presence in London. Thanks to the synergies between the two companies, new opportunities will be made available to both existing and potential new private and institutional clients. We have always had strong ties with the American financial community that appreciates our independent nature. This is a fundamental quality in this historical moment when the United States investors are showing a strong interest in the European peripheral markets. The ambition is to create a new reality that will be even more reactive and sensitive to our clients’ needs, while providing both a wider range of investments opportunities in international markets and continually growing our presence also in the US and Asia.”

Loyal to its traditional management style based on fundamental analysis, Banor Sim has also achieved the GIPS (Global International Performance Standards) certification issued by Price Waterhouse Coopers. Only a few selected European intermediaries have been bestowed with this International renowned certification, which confirms the quality of the investment management process.

“This is a very appreciated recognition - adds Cagliero - that make us even more attractive also to institutional clients in Italy, a segment wick we are currently focusing on”. Banor can now also broaden its services through the offer of a range of value-based absolute return funds (Banor Sicav) directed at institutional clients in addition to its portfolio management services dedicated to high net worth private clients.