

**PRESS RELEASE:**

**Leading Canadian Associations Launch Alliance and Propose New Policy Solutions to Foster and Support Asset Management Entrepreneurs**

**Toronto, Canada – 30 April 2025**

For immediate release

- Leading Canadian associations join forces to establish the Canadian Asset Management Entrepreneurship Alliance (CAMEA).
- CAMEA introduces expanded suite of policy recommendations, including emerging manager programs, a sector-focused economic development strategy, targeted tax incentives and more.
- CAMEA aims to unlock growth, create jobs and strengthen Canada's position in global asset management industry.

Today, four prominent industry and professional associations, AIMA (Alternative Investment Management Association) Canada, CFA Societies Canada, the Emerging Manager Board (EMB) and the Portfolio Management Association of Canada (PMAC) have jointly launched the new [Canadian Asset Management Entrepreneurship Alliance](#) (CAMEA) to publicly formalize their advocacy alignment on this topic. In conjunction with this launch, CAMEA has released an expanded set of policy recommendations designed to start conversations about the ways various stakeholders can work to improve conditions for entrepreneurs in asset management in Canada.

In the face of increased global competition, rising operational costs, increasing industry consolidation and a decline in Canadian asset management entrepreneurship, CAMEA is advocating for a concerted effort by industry stakeholders across the country's public and private sectors to consider various policy solutions to spur more Canadian entrepreneurship in asset management.

These solutions are wide-ranging and actionable. They include the creation of a sector-focused economic development strategy featuring a dedicated economic development agency, implementation of targeted tax incentives, provision of investment capital for new and emerging firms through a structured emerging manager program, and the establishment of a more streamlined, harmonised and competitive regulatory framework.

They are designed to be able to be supported by a broad spectrum of industry stakeholders, including all levels of government, regulators, institutional investors, financial sector organisations, and economic development organisations.

Many of these proposals draw inspiration from successful comparable models around the world, including the USA, Bermuda, Ireland, Dubai, Switzerland and others as well as homegrown initiatives such as the [Quebec Emerging Manager Program](#) and [Finance Montreal](#).

The complete list of CAMEA's policy proposals is available at [www.investwithcanada.ca](http://www.investwithcanada.ca).

**Claire Van-Wyk-Allan, Managing Director, Head of Canada & Investor Engagement, Americas, AIMA & Co-Founder, CAMEA, commented:** "AIMA is proud to be a founding member of CAMEA and to continue advocacy for the next generation of Canadian asset management entrepreneurs. In today's global landscape, where international pressures like tariffs persist, it is imperative that our local asset management industry is aligned for success and growth. These proposed policies are designed to direct more capital and talent toward homegrown firms, fostering innovation, job growth and economic vitality across Canada. We urge the country's policymakers and investors to recognise and support this opportunity to reinforce our leadership in global finance and asset management."

**Michael Thom, Managing Director, CFA Societies Canada & Co-Founder, CAMEA, commented:** "Canada has a proud history of leveraging its talent and institutions to build financial organisations that are the envy of the world. Our banks, Maple Model pension funds, and leading insurance companies have proven that Canada can punch far above our weight. We think asset management in Canada should be added to this list - spurring economic growth, and building the next generation of Canadian success stories, and ultimately building global-champion asset management businesses based in Canada."

**Charles Lemay, President, Emerging Managers Board (CGE- EMB) & Partner, Walter Global Asset Management, commented:** "The mission of the Emerging Manager Board is to educate and promote Canadian emerging managers therefore being associated to CAMEA is part of our mission. We strongly believe that we have been able to build a platform for entrepreneurs to exchange ideas and solutions, but now we need the allocators on the provincial and national level to support the small-medium sized businesses that create good jobs for talented Canadians. We have had some success with the Quebec Emerging Manager Program (QMEP), we need that success to be replicated across our great country."

**Katie Walmsley, President, Portfolio Management Association of Canada (PMAC), commented:** "The Portfolio Management Association of Canada (PMAC) is proud to participate in the CAMEA initiative. Supporting emerging asset management firms is vital to sustaining a strong, independent fiduciary asset management industry in Canada. These firms not only drive innovation and introduce fresh perspectives to the investment landscape, but they also create valuable employment and professional development opportunities across the country. Their contributions help strengthen the financial future

of individual investors, retirees, pension plans, and other institutional investors, while enhancing the overall resilience and competitiveness of the Canadian economy.”

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## **Notes to Editors**

### **ABOUT CAMEA**

The Canadian Asset Management Entrepreneurship Alliance (CAMEA) is dedicated to fostering the growth of entrepreneurship in Canadian asset management, to ensure the vitality of the asset management industry in Canada and to foster the next generation of global champion asset management businesses.

CAMEA was founded by local not-for-profit associations active in regulatory and policy advocacy across the finance and asset management industries. Beginning as an emerging manager association working group in 2022, the founding partner organizations include:

- AIMA (Alternative Investment Management Association) Canada
- CFA Societies Canada
- EMB (Emerging Manager Board)
- PMAC (Portfolio Management Association of Canada)

### **About**

### **AIMA**

Founded in 1990, AIMA is the world's largest membership association for alternative investment managers. Through our 10 offices located around the world, we serve over 2,000 members in 60 different countries. AIMA Canada was founded in 2003.

AIMA's mission, which includes that of its private credit affiliate, the Alternative Credit Council (ACC), is to ensure that our industry of hedge funds, private market funds and digital asset funds is always best positioned for success. Success in our industry is defined by its contribution to capital formation, economic growth, and positive outcomes for investors while being able to operate efficiently within appropriate and proportionate regulatory frameworks. AIMA's many peer groups, events, educational sessions, and publications, available exclusively to members, enable firms to actively refine their business practices, policies, and processes to secure their place in that success.

### **About CFA SOCIETIES CANADA**

CFA Societies Canada is a collaboration of the 12 Canadian CFA Institute member societies, representing over 21,000 Canadian CFA charterholders, whose mission is to lead the investment profession in Canada by advancing the highest professional standards, integrity, and ethics for the ultimate benefit of Canadian society.

<http://www.cfacanada.org/>

## About EMB

The EMB is a non-profit organization founded in 2014 to support the growth of Canada's start-up and small portfolio management firms. We aim to convince Canadian institutional asset allocators to invest 1% of their AUM in portfolio management firms owned by entrepreneurs by 2025. Our mission is to contribute to the growth of Canadian emerging managers by educating asset allocators about the many benefits of investing with local talent.

## About PMAC

PMAC represents over 320 asset management firms registered to do business in Canada as portfolio managers (PMs) with the members of the Canadian Securities Administrators (CSA). PMAC's members include both large and small firms and manage total assets in excess of \$4 trillion as fiduciaries for private individuals and institutions including pension plans, foundations and universities. PMAC's mission statement is "advancing standards". We are consistently supportive of measures that elevate standards in the industry, enhance transparency, improve investor protection and benefit the capital markets.

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