

The New Silk Route – discovering investment hotspots



- Thematic Research
- Investment Opportunity assessment
- Economic & Strategic assessment



Business need

- A global investment firm was witnessing increasing interest in China's Belt and Road Initiative (BRI) from its high-net-worth individual (HNI) clients and wanted to investigate China's key motivations behind developing the New Silk Route as well as the political and economic risks associated with the project.
- It asked us to map out the evolution of the project in detail and identify potential investment and trade opportunities along with their catalysts.

To investigate China's Belt and Road Initiative and assess its investment and trade potential.

The client outlined three key reasons for selecting RocSearch:

- Our proven investment research and advisory capabilities.
- Our ability to carry out strategic due diligence of global investment opportunities.
- Our investigative research approach.

Approach & Methodology

- We built a comprehensive understanding about the BRI initiative and tracked the related developments through an extensive study of academic papers, government publications and discussions with leading global think-tanks, to develop an insight-led thematic report.

RocSearch studied China’s macro-economic fundamentals and assessed the country’s motivations behind its planned USD 26 trillion BRI initiative to link 65 nations.

- We examined the financial and economic, domestic and international security, and political motivations behind the initiative.
- Further, we assessed the viability of various BRI projects by conducting country-wise debt analysis and looked into the state of the funding and contracts.
- We studied several independent case studies of projects involving countries such as Germany, Greece, Sri Lanka and Malaysia, sharing perspectives on their successes and setbacks.



- We captured the European point of view on BRI in depth, concluding with a schedule of policy recommendations drawn from the analysis.

Business outcomes

- The study helped the client assess the geopolitical implications of BRI and China’s ascension to power once again.
- Based on the detailed evaluation, the client decided to invest in Chinese A-shares.

The client used the analysis to finalise investments in companies listed on the main Chinese bourses.

About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

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