

**Topic :**

## **Emerging Trends Among Asia's Next Generation: Family Office Structures and Investment Preferences**

I was a panelist speaker at a Private Wealth Forum held in **May 2025**, where I shared insights on emerging trends among the next generation in Asia, particularly in relation to family office structures and investment opportunities.

One key observation is that many from the next generation prefer setting up their own **Single Nuclear Family Office (SNFO)** — tailored specifically for their immediate family (parents and children) — and deliberately excluding extended family members such as uncles, aunties, and cousins. This structure helps minimize the risk of internal conflict and family feuds. At the same time, they may also retain inherited wealth managed through existing **Single Family Offices (SFOs)** or **Multi-Family Offices (MFOs)** established by the senior generation — the patriarchs and matriarchs.

In terms of investment preferences, beyond traditional asset classes like listed equities, bonds, gold, and real estate, the next generation is increasingly allocating capital to **private equity and private debt funds**, as well as **direct investments** in unlisted companies that are committed to strong ESG practices and aligned with the United Nations' Sustainable Development Goals (SDGs). This reflects a growing mindset of *"Doing Good to Do Well"* and *"Doing Well to Do Good."*

主题:

## 亚洲新一代趋势：家族办公室架构与投资偏好

我于2025年5月担任一场私人财富论坛的嘉宾讲者，分享了我对亚洲下一代在家族办公室架构及投资机会方面的新趋势观察。

一个明显的趋势是，许多亚洲新一代倾向于设立属于自己的单一核心家庭办公室 (Single Nuclear Family Office, SNFO)，专门为自己的核心家庭 (即父母与子女) 服务，并有意排除叔伯阿姨等扩大家族成员，以避免家族内斗和纷争。同时，他们所继承的财富，可能仍由上一代长辈——家族的族长或族母——所设立的单一家族办公室 (SFO) 或多家族办公室 (MFO) 管理。

在投资偏好方面，除了传统的上市股票、债券、黄金和房地产等资产类别，亚洲下一代越来越多地将资金配置到私募股权和私募债基金，以及直接投资于那些重视环境、社会和治理 (ESG) 实践，并符合联合国可持续发展目标 (SDGs) 的未上市企业。他们所秉持的理念是：“行善致富，致富行善”。