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### M&G hires Swiss institutional head

By [Sandra Heistrubers](#) 6 January 2015

M&G Investments has hired Christian Haas as head of institutional business in Switzerland, reports *Finews*.

He will focus on relationships with pension funds and insurers, and will report directly to Stefan Cornelissen, head of the UK asset manager's institutional business in Switzerland, the Nordics and the Benelux countries.

Mr Haas joins the asset management arm of UK insurer Prudential from Credit Suisse in Zurich, where he was head of business development for institutional clients. He began his professional career at UBS.

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Mr Cornelissen says Mr Haas's knowledge of Switzerland's pension and insurance market, and his ties with institutional clients will help M&G to grow its institutional business in the country.

He notes that the demand for actively managed funds is rising again, with many investors looking for alternatives to passively run products, according to *Finews*.

M&G, which first entered the Swiss market in 2006, has been strengthening its foothold in the Alpine country in recent years, **opening** an office in Geneva in early 2013 in order to service its growing client base in French-speaking Switzerland.