

Investing is good for society

Mergoni (Banor Capital): “The more ethically virtuous companies have a better performance”

by Matteo Chiamenti

Sustainability, responsibility and social inclusion. These are the central themes of the Salone del Risparmio event and also some of Banor Capital’s fundamental values. We spoke about these with CEO Giacomo Mergoni (photo).



How are you addressing these issues?
Sustainable and responsible investments will soon be an essential requirement for the entire financial sector. As with all requirements, responding positively will become common practice, but how we respond will bring very different results. Banor has long since been at the forefront of sustainability analyses. Thanks to the collaboration with the Politecnico di Milano and the Harvard Business School, Banor has developed proprietary research methodologies that, unlike what most are doing, are based on purely quantitative databases that anyone can buy. Just like while there are credit ratings, analysing managers makes all the difference for bond funds, so depth of research and valuation skills make all the difference for ESG investments, an area in which Banor is very advanced.

What is the focus of your attendance at this year’s Salone?
Our attendance this year is focussing on the impact of good sustainability, responsibility and investment performance analyses. A study carried out with the Politecnico di Milano, the only one of its kind on the European market, showed that the most virtuous companies tend to outperform over time, and we want to show how Banor combines benefits for investors with benefits for the community.

What are the long-term challenges for Banor Capital and the asset management industry?
Banor Capital’s aim is to be a long-term partner for individual and institutional investors. We boast a team that, for 20 years, has passionately worked together in search of the best investment solutions for its customers, the true partners of the Banor family. We benefit from a network of the highest level international relations, from Asia to the United States, and we enjoy an extraordinary reputation, earned with the results and ethics that have always characterised our company. The challenge is to get this message across in a very competitive and not always easily interpreted market. In the same way, the main challenge for the asset management sector is to bring out the quality, understood as superior results that can be replicated over time, compared to the quantity represented by the giants of asset management which, for the most part, offer undifferentiated low quality products and services focusing only on prices and, therefore, on increasingly lower margins that crush the competition and damage the market.

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