

# THE ETF SYMPOSIUM EXPERIENCE

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**Frank LaSalla:** Welcome to BNY Mellon's fourth annual ETF Symposium.

The ETF industry has seen consistent year over year growth with assets recently surpassing the \$2 trillion mark\*.

**Tom Lydon:** New companies are entering in the space, big companies that traditionally were not involved in ETFs are now here offering ETFs.

**Speaker:** It used to be a conversation about, the ETF will be as liquid as the underlying constituents, and now as we move forward, it's a much deeper conversation about liquidity.

**Dan Draper:** ETFs, I would argue as an industry, as an issuer, you know, very low barriers to entry but very high barriers to success.

The buzz, currently, is around smart beta. We continue to see where market cap weighted ETFs have obviously taken a big, big percentage of the overall mutual fund industry AUM over the last, again, 10-15 years, but now it is smart beta.

**John Feyerer:** The key thing with smart beta is that the rules, whether they're something as simple as equal weighting constituents within an index, or whether it is something more complex along the lines of an Intellidex or an AlphaDEX type of strategy. The key concept is that those rules are known ahead of time.

**Tom Lydon:** There's tremendous growth in the ETF market with over \$2 trillion\* in ETFs today, it is amazing.

\*etfgi.com; December 23, 2014 <http://etfgi.com/news/index/newsid/138>



**Speaker:** At the end of Q2 this year, the ETF industry in terms of assets became larger than the global hedge fund industry.

**Speaker:** Educate yourself now, look out, because it is going to be a real hockey stick in this space and particularly as more products come out and they prove the promise of alpha, potentially, or other positive benefits to your portfolio.

**Tom Lydon:** At this conference, you've got kind of the best of the best of the ETF industry. There are so many new ideas that we're talking about at the different panels.

**Dan Draper:** For us to be able to come meet with clients, particularly financial advisors, portfolio managers, hear some of the issues they have, challenges, but also opportunities and really kind of build it into our business and the way that we want to think about manufacturing new ETFs or how we can service or better service them with our existing product range.

**Tom Lydon:** If you're thinking about launching an ETF or if you're already in the ETF business, this is one of those conferences you don't want to miss.

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