



## Best new product targets high-growth investments

Innovation will always be the key to ensuring that businesses remain fresh and relevant, which is why one of the most important accolades given out by MoneyMate and Investor Magazine at their annual awards is the prize for best new product. This year, the award went to Bank of Ireland Life and New Ireland Assurance for their new Innovator Fund.

In a world which is increasingly becoming disillusioned with traditional forms of investment, the Innovator Fund offers something a little different.

Its focus is on many of the investments that actually matter to people – the four main areas of investment for the Innovator Fund are alternative energy, water, emerging markets and commodities.

It is this investment ap-

proach, which gives investors uncomplicated access to alternative investments, as well as the nature of its investments themselves, that makes the Innovator Fund unique not only to Ireland, but to the world. Because of this, Innovator should be of interest to anyone looking for a high-performing fund that is anything but run of the mill.

“The topical nature of the Innovator Fund makes it one of the most interesting options available to the investor,” said Eoin Kennedy, head of Product Development, New Ireland Assurance.

“Innovator is one of the few funds in the world that allows investors to make money in these areas.”

Innovator is managed by KBC Asset Management, which has more than €17.1 billion in assets under manage-

ment, and is responsible for the group's asset management activities in the Irish, British and North American markets. The fund is available as part of the Smart Funds range through Bank of Ireland Life and New Ireland Assurance.

According to Bank of Ireland, the Innovator Fund would be ideally suited to make up between 10 and 20 per cent of a traditional investment portfolio. This is because, in addition to providing investors with added diversification, each of the core investment themes of Innovator offers tremendous growth potential.

The minimum investment required to participate in the fund is €5,000. Further details are available on request from brokers or financial advisers at Bank of Ireland or New Ireland Assurance branches.



Accepting the Best New Product Award for the Innovator Fund are Niall Murphy, senior business development manager, KBC Asset Management, and Eoin Kennedy, head of products, Bank of Ireland Life and New Ireland Assurance