
Background

In 2023, **Alliance Bernstein** (AB), the global investment management company partly owned by AXA, collaborated with **Tellusant** to predict market opportunities in China at the Subdivision 2 level (prefectures, below provinces). There are 343 such entities.

Approach

Tellusant covers the Sub2 entities “off the rack” in its **TelluBase** cloud-based product.

These data were the starting point for creating investment insights based on consumer profiles, pockets of growth, and much more.

This in turn became the most detailed perspective on subnational market opportunities ever created for the Chinese market.

Outcome

The joint findings were collated in a joint 100+ page report sponsored by AB.

AB then hosted an investor conference in Hong Kong where Bobo Shen, Tellusant’s Chief Products Officer and key collaborator with AB during the effort, presented findings together with her AB counterpart Euan McLeish.
