



ASSOGESTIONI

associazione del risparmio gestito

PRESS RELEASE

WHITE PAPER “AI IN ASSET MANAGEMENT: FROM VISION TO ACTION” PUBLISHED TODAY

Assogestioni presents a strategic and operational guide to support the industry in the responsible adoption of Artificial Intelligence

Assogestioni today announces the publication of the White Paper “*AI in Asset Management: From Vision to Action*”, the result of an in-depth analysis of regulatory, technological, and market dimensions, developed with the technical and scientific support of **Bain & Company Italy** and coordinated by the Association’s Digital Finance Committee.

The document provides an integrated framework – both strategic and regulatory – designed to assist asset managers in responsibly adopting artificial intelligence (AI) across the entire value chain, with a specific focus on balancing innovation with regulatory compliance.

“With this White Paper, we aim to equip the industry with a concrete reference point to navigate the ongoing digital transformation”, said **Giovanni Sandri**, Vice President of Assogestioni and Chair of the Digital Committee. *“Artificial intelligence is now a strategic lever for innovating the asset management sector and strengthening the competitiveness of the industry as a whole.”*

Through a structured analysis of the technological landscape – including Generative AI (GenAI) – and the relevant regulatory framework (AI Act, DORA, GDPR, UCITS, and AIFMD), the White Paper outlines the organisational, governance, and partnership models necessary for an effective and sustainable implementation of AI.

“The document underscores that technology and regulatory compliance are not mutually exclusive – they can, and indeed must, go hand in hand”, pointed out **Edoardo Del Bosco**, Vice President of the Digital Finance Committee. *“A balanced approach is needed – one that respects the regulated nature of asset management while embracing innovation to attract capital, talent, and trust”.*

At the heart of the work is also a rich mapping of enablers and practical use cases, backed by the results of an industry survey – its main findings were previewed during a dedicated conference at the latest edition of *Salone del Risparmio* - which positions the White Paper as an operational compass for asset management companies and a starting point for broader institutional assessments.

“Our goal is twofold”, explained **Roberta D’Apice**, Director of Legal and Regulatory Affairs at Assogestioni and editor of the document. *“On the one hand, we want to*



provide asset managers with a practical tool to navigate the complexities of AI; on the other, to encourage institutional dialogue around a European regulatory model that is integrated, effective, and sustainable.”

Iacopo Mancini, Partner and EMEA Head of AIS in Financial Services at Bain & Company, and **Daniele Funaro**, Partner and EMEA Head of Wealth & Asset Management at Bain & Company, emphasized the strategic relevance of the initiative: *“This paper comes at a particularly crucial time. After an initial phase of experimentation, we have entered a stage of acceleration that we witness every day as consultants working alongside our clients. The question is no longer if or how to use AI, but how to make it a tangible driver of transformation. This new scenario brings unprecedented challenges.*

The Financial Services sector is the most impacted by Generative AI: 60% of companies in the field rank it among their top three priorities for the next two years – twice as many as in the past. Thousands of solutions have already been developed, 80% of which have met expectations – now the focus must shift to scaling. However, only one in three players has defined a structured AI strategy, despite major investments: in 2024 alone, the sector in Italy has mobilized €1.2 billion”.

Against a backdrop of rapid technological evolution, the White Paper positions itself as an authoritative guide for managing change, while strengthening the sector’s competitiveness and trustworthiness over the long term.

*“This work is a key part of our commitment to fostering a European financial system that is increasingly integrated, innovative, and growth-oriented,” concluded **Fabio Galli**, Director General of Assogestioni. “This commitment will continue through further events and discussions which – building on the insights launched at the latest Salone del Risparmio – will allow us to share updated reflections with our members and the wider industry, keeping pace with this technological evolution. The adoption of artificial intelligence by asset managers is not merely an option: it is a responsibility – towards investors, the market, and future generations”.*

The White Paper “AI in Asset Management: From Vision to Action” is available for download on the Assogestioni website at the following link: (<https://www.assogestioni.it/articolo/pubblicato-il-white-paper-ai-nellasset-management-dalla-visione-allazione>)

The conference “AI and Asset Management: A Strategy Between Risks and Opportunities”, held during the 2025 edition of Salone del Risparmio, is available on demand at the following link: [https://vision.focusrisparmio.com/play/ai-e-risparmio-gestito-una-strategia-tra-rischi-e-opportunit?gx=_eR293dj&px=_eR\\$5Gd](https://vision.focusrisparmio.com/play/ai-e-risparmio-gestito-una-strategia-tra-rischi-e-opportunit?gx=_eR293dj&px=_eR$5Gd)

[ENDS]

The use and dissemination of the information and data contained in this press release are permitted with proper source attribution. The document is also available on the Assogestioni website (www.assogestioni.it), under the “Media Center” section in the “Press Releases” area.



Milan, 30 June 2025

Assogestioni

Head of Media Relations

Elisa Strada

Mob. +39.340.4755126

elisa.strada@assogestioni.it