

Asian alternatives group Gen2 Partners rebrands as Adamas Asset Management

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Gen2 Partners, an independent alternative asset management firm focused on Asia, has rebranded itself as [Adamas Asset Management](#).

The rebranding comes as a result of the firm deciding to focus on the “continued development” of its core businesses – private investments and customised funds.

The firm has assets under management of close to \$1bn and operates from offices in Hong Kong, Tokyo and Beijing.

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