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- **MARKETING**

[Post-Brexit Environment Requires Fund Managers to Combine Granular Knowledge of Europe’s Varied Funds Markets With Appropriately Targeted Marketing Campaigns](#)

There are several issues that hedge fund managers must take into account prior to marketing and distributing their products in Europe. They need to consider various fund products, structures and regulatory requirements across the multiple jurisdictions in Europe. These factors have to be weighed together with the impact of recent developments – such as Brexit and the Panama Papers revelations – on European investors’ appetites for those products. See [“With Brexit Looming and New Fund Structures Available, U.S. Hedge Fund Managers Face Risks and Opportunities for Marketing in Europe”](#) (Jun. 9, 2016). These topics were addressed in a recent panel discussion that took place under the auspices of the [Hedge Fund Association](#). Moderated by Michael Delano, an audit partner for PwC Luxembourg, the panel featured Guillaume Touze, founder and managing director of Quadra Capital; Jérôme Wigny, a partner at Elvinger Hoss Prussen; and Carl Verbrugge, a capital partner at Lombard Odier Group. This article presents the primary takeaways from the panel discussion. For more on marketing in Europe, see [“Marketing Strategies for U.S. Hedge Fund Managers Under AIFMD \(Part One of Two\)”](#) (Jul. 21, 2016); and [“Leading Law Firms Discuss Hedge Fund Marketing and Distribution Opportunities in a Post-Brexit World \(Part Two of Two\)”](#) (Jul. 14, 2016).
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