

# Fundraising in Europe - A US fund manager's guide

**Private markets assets under management in Europe reached a staggering \$2.5 trillion in 2022.**

And that's not just down to European managers - US managers are also playing their part, with Monterey Insight reporting that \$444 billion worth of US-promoted private capital was held in Europe's financial centres of Luxembourg, Ireland, Jersey and Guernsey in 2021.

As the world's second largest private capital market, it's easy to see why Europe remains such an attractive destination for US managers. But that doesn't make the path to success a straightforward one. Europe is a notoriously complex, highly regulated market, so having a robust plan in place for your fundraising activities, from set up and launch through to the ongoing management, is essential.

In this new guide, we've drawn on our experience supporting leading US managers with their fundraising activities in Europe to pull together a series of insights to help you navigate the EU regulatory landscape, arming you with the knowledge you need to proceed with confidence.

We'll help you to familiarize yourself with the EU regulatory landscape, outline what you need to consider when selecting a European fund domicile, tell you how to comply with EU regulation, and help you to become operationally ready for fundraising in Europe.

**Download the full guide here**

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**In this guide we'll explain:**

- What you need to consider when selecting a European fund domicile
- How to comply with EU regulation

- Attracting and marketing to European investors
- How to become operationally ready for fundraising in Europe