

Fundraising in Europe for U.S. managers

It's estimated over \$750bn of U.S.-promoted private capital is held in Europe's key financial centres.

However, despite its appeal, it remains a highly regulated and complex environment to navigate.

This step-by-step guide, created in collaboration with European fundraising experts, provides U.S. managers with everything they need to know about structuring, marketing, and managing a fund in Europe, ensuring their European fundraising journey is a smooth and successful one.

How the guide works

From understanding the best route to market, to ensuring compliance with key regulation, and maintaining operational best practice, this guide equips U.S. managers with the tools to navigate Europe's complexities confidently and efficiently.

Chapters:

1. Determining your route to market - a breakdown of the three available routes to take a fund to market, and how to select the most effective. Written in collaboration with Paul Hastings.
2. Marketing to EU investors - how to decide which marketing method to use based on criteria such as target countries, investor type, and time to market, among others. Written in collaboration with Fried Frank.
3. Selecting a fund domicile - how to determine the best jurisdiction depending on tax efficiency, the regulatory environment, investor preferences, and fund structure flexibility. Written in collaboration with Goodwin Procter.
4. Choosing a fund structure - there are several fund structure options available in Europe beyond what U.S. managers are familiar with, depending on factors such as tax efficiency, the regulatory environment, and investor preferences. Written in collaboration with Proskauer Rose

LLP.

5. Navigating regulation - a comprehensive breakdown of the regulation of alternative investment funds shaped by a multi-layered framework that spans global, regional, and local levels across Europe. Written in collaboration with A&O Shearman.
6. Establishing compliant operations - why upwards of 86% of U.S. fund managers raising capital in Europe outsource at least some of their operations to expert external providers. Written in collaboration with Weil, Gotshal & Manges LLP.
7. Partnering with an administrator - how the right partner offers access to specialised local knowledge and operational support, while also reducing the investment required by a U.S. fund manager to establish and sustain a presence in Europe.

This is a comprehensive and valuable resource for all U.S. managers expanding their presence in Europe.

To read the full guide click [here](#).