

Many new hedge fund launches expected there are

Stockholm (HedgeNordic) – According to a recently published survey by AIMA and PWC, the hedge fund industry is to expect a number of new launches in 2016. The global survey concludes that around half of hedge fund firms intend to launch a new hedge fund by the end of next year and most are reporting rising assets.

The survey, named Distribution Disrupted – A spotlight on alternatives, also assesses the impact of regulatory reforms and changed investor behaviour on hedge fund distribution models and capital raising efforts.

In terms of distribution models, managers said their own direct sales channel was the most productive source of growth followed by prime brokers' capital introduction teams, investment consultants and referrals.

In terms of the perceived impact of the Alternative Investment Fund Managers Directive (AIFMD) responses varied. Around three-quarters of managers had changed where or how they market non-EU funds to EU investors as a result of the directive. Only a small number of EU managers were found to be using the passport, since they continue to manage non-EU funds, but a large proportion of those managers said they would apply for the passport if it became available. A small number of non-EU managers were found to have either set up EU AIFMs or be acting as sub-advisers to EU AIFMs.

The report 'Distribution Disrupted – A Spotlight On Alternatives' is available [here](#).

Picture: (c) 360b : Shutterstock.com