IFMA

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Lunch Meeting

Tuesday 14 June 2011

Presentation and Two Course Lunch: 12:00-14:00

Aperitif at 12:00; presentation and lunch from 12:30

Swissôtel Metropole, Geneva

Speaker: **Simon Collard, *CEO, Collard Capital SA***

Subject: **Setting up a Hedge Fund - Trials and Tribulations**

"My advice to anyone wanting to set up a Hedge Fund is don't, unless you're mad" was the advice one friend, Head of a Prime Brokerage department in London gave Simon when discussing the idea in early 2008. Despite this advice, Simon went ahead with the project.

This presentation will cover Simon's experience and will discuss costs: both expected and unexpected, choice of location, regulation, infrastructure, staffing needs, demonstration of track record, choice of service providers, choosing a name for the fund, capital raising options, marketing, and of course the various pitfalls.

Simon Collard launched his Global Macro Hedge Fund in September 2010. He is based in Geneva and moved here in 2008 specifically to set-up the business.

Prior to the launch, Simon spent 14 years as an independent money manager, having previously worked in the City of London for Merrill Lynch and Kleinwort Benson in various investment banking roles.

Registrations and pre-payment required by 9 June 2011

Please make payments to Banque Cantonal de Genève 1211 Genève 2, clearing 788 or CCP 12-1-2, en faveur de Z 3273.98.65, IBAN CH82 0078 8000 Z327 3986 5, IFMA c/o L Lofgren, 4b chemin de Bassy, 1247 Anières; alternatively request a payment slip from signup@ifma-net.ch (payment at door will be accepted)

Email to signup@ifma-net.ch or call 079-261-6534

Public price: CHF 100 ***IFMA paid up member price: CHF 80***

IFMA membership for 2010/11 is open – request details at signup@ifma-net.ch.
CH 95 for existing members; joining fee of CHF 25 for new members.

Please feel free to pass this invitation to other interested parties.

Spaces are limited and are on a 'first come, first served' basis.

***Cancellation policy**: Cancellations after Thursday, 9 June will be billed, unless a replacement is sent.*