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# Marketing Alternative Funds in Europe: A Changed Landscape

**January – March 2015**

Recent regulatory reforms have changed the way in which private funds are being offered to European investors. The Alternative Investment Fund Managers Directive (“AIFMD”) became law across the EU during 2013 and 2014, and the new Swiss regime is due to come fully into force on March 1, 2015. In this article, SRZ partner Anna Maleva-Otto and former SRZ attorney Steven Whittaker provide an overview of the regulation of marketing in the EU and discuss new approaches to marketing in Europe.

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## Related People



**Anna  
Maleva-Otto**  
Partner  
London

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