

HEDGE FUNDS

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THE VOICE OF THE ALTERNATIVE INVESTMENT INDUSTRY **REVIEW**

Hedge Funds Review 2008 European Fund of Hedge Fund Awards

Long-term achievement in European fund of hedge funds (awarded to an individual)

WINNER — Arpad Busson, founder and chairman, EIM Group

Arpad 'Arki' Busson is the founder and chairman of EIM Group, one of the largest fund of funds companies in the world. Busson is also well known for his active involvement in a number of philanthropic causes around the world.

Busson, a French national, was educated in France and Switzerland. After completing his military service in France's elite Alpine Corps, Busson moved to New York where he began raising assets for a number of hedge fund managers who have since risen to global prominence in the industry.

In the mid-1980s, Busson became instrumental in introducing hedge fund managers to European financial institutions and contributed significantly to broadening the understanding and acceptance of hedge funds in Europe.

In 1991 Busson founded EIM Group to provide fund-of-fund management services to the growing institutional market for hedge funds. EIM has become one of the largest and most respected companies in the fund of funds industry, with over \$14.3 billion under management and 220 employees in offices in North America, Europe and Asia.

Busson chairs EIM's global strategic forum and actively travels the world in search of outstanding management talent.

Busson manages assets for institutional investors and high net worth individuals using what he terms 'delegated investment management'. This management approach is based on the evaluation, selection and allocation of assets to the best specialist managers of global alternative and traditional investments.

At the end of 2007 EIM assets under management were over \$13 billion. Since 1992, EIM has allocated on behalf of clients around \$7 billion to third-party money managers.

Widely recognised as having exceptional knowledge and experience of the hedge fund industry Busson, has been invited to serve as an industry expert on a number of panels for French, Swiss, German and US regulatory bodies. He is also a founding member of Alternative Investment Managers Association, the hedge fund industry's primary professional association.

Busson is also chairman of the AAA Foundation, the Swiss foundation providing Swiss pension funds with access to investments in multi-manager products.

Since the late 1980s Busson has been heavily involved in charitable work. He is a well-known proponent of 'venture philanthropy' which multiplies the effectiveness of charitable pursuits by applying to them the same management practices essential to successful business ventures.

Busson first worked with Paul Tudor Jones in the early development of the Robin Hood Foundation in New York and was co-chairman of the foundation's 1997 event which raised in a single evening \$5 million.

Busson is a founding trustee of the Theodora Children's Trust. This charity sends clowns into children's wards in hospitals around the world. Busson underwrites the administrative costs of the charity, which currently employs 300 clowns and has visited over 1.2 million children.

He is a founding trustee of Absolute Return for Kids (ARK), one of the fastest growing private charities in the world. ARK's annual event in May 2006 raised £18.5 million, establishing a world record for the amount of money raised in a single evening. ARK finances and manages projects aimed at transforming the lives of children who are victims of abuse, disability, illness and poverty in Eastern Europe, South Africa and the UK.

In addition Busson and the Busson Family Trust have provided support to many other charities.



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