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Latin America has been popping up on the radars of traders over the past year as more opportunities emerge in countries like Mexico, Brazil and Colombia.

Hedge funds have followed the trend, investing in Latin American countries and partnering with local fund managers looking for new opportunities. Recently, the [Hedge Fund Association](#) (HFA), a global hedge fund think-tank, recently appointed Victor Hugo Rodriguez, chief executive officer of LatAm Alternatives, as chapter director for Latin America at HFA.

“The countries in Latin America aren't as developed in terms of regulation and the way they track investments. Even with countries like Brazil that are very transparent, many countries still need to upgrade infrastructure in order to attract more investors,” Rodriguez told Markets Media.

“You're seeing a lot of wealth creation,” Rodriguez continued. “It's not just U.S. investors looking at new strategies; it's also opportunities for international investors, ex-Latin America, that want to invest. It's a win-win situation for everyone. It's a great place for credible and talented managers. Our strategies are uncorrelated with other strategies around the world.”

Though Brazil continued to lead the charge, investors are looking at investments in countries like Peru and Colombia for exposure to Latin American markets. Local managers are a key piece of this puzzle according to Rodriguez.

“Whoever is running a serious alternative investment institution is adding talented, local managers to their offerings,” said Rodriguez. “If someone wants to invest in Latin America, they should partner with them so that investors around the world can participate in their strategies.”