

MEETING OF THE AMERICAS 2012

MARCH 18-20 | MIAMI, FL



Meeting of the Americas

The Florida Alternative Investment Association, Markets Media and the Connecticut Hedge Fund Association are pleased to present their inaugural Meeting of the Americas, which will convene key leaders of the institutional investment, managed-fund and trading sectors in South Florida on March 18-20, 2012.

Capital flows between the U.S., Canada and Latin America are stronger than they've ever been, driven by vibrant economic growth in Brazil, Mexico, and Colombia. At the same time, regulation in the US is transforming the landscape and shuffling the deck of participants, as the Dodd-Frank Act and its complexities have prompted some money-center banks to pull in their horns or even exit the business of marketing, distributing and operating funds in Latin America.

With or without tighter regulation implemented in the U.S. and Europe, there will continue to be attractive investments in Latin America, as well as more money from LatAm investors earmarked for deployment overseas. How can market participants step in to fill the void left in the wake of the big-bank exits and exploit the broad array of opportunities?

Meeting of the Americas will bring together investors, allocators and fund managers from the U.S., LatAm and Canada to discuss the opportunities, debate the substantive issues surrounding the current state-of-play, and provide perspectives on the exchanges, broker-dealers and other trading venues that facilitate capital flows. High-level networking sessions will provide the platform to find the right partner(s).

The three-day event will be held at the Biltmore Hotel in Coral Gables, 15 minutes south of downtown Miami.



Formed in 2007, the Florida Alternative Investment Association (formerly South Florida Hedge Fund Managers) is an exclusive not-for-profit money manager association, dedicated to informing and uniting the growing population of Miami, Fort Lauderdale, Boca Raton, Palm Beach and Naples hedge fund managers, fund of fund managers, analysts, and traders.

By uniting forces, our collective power can help members of the local Alternative Investment community achieve peak performance and greater long-term success. Let's grow our business together.



Markets Media was launched in December 2007 to provide sophisticated, in-depth content spanning all sectors of the securities industry, delivered across a synergistic platform of print, online and events. In doing so, the company filled a longstanding void in the financial markets publishing and conference space.

Markets Media's editorial mission is to cover the complex interrelationships among key decision makers at hedge funds, exchanges, money managers, pension funds, broker-dealers, alternative trading platforms, service providers and regulators in an ever-evolving marketplace. In the wake of changes none of us could predict – unprecedented government intervention in financial markets, the collapse of legendary Wall Street firms, implosions of hedge funds, central banks acting in concert to ease strain on the global markets – a new era of trading and investing has dawned. Marketplaces have swelled with new entrants, while other players have assumed new roles, either as entrepreneurs or with a growing middle market that has assumed center stage.

Online, in print and at our conferences, Markets Media aims to demystify the strategies and sequence of events that shape investing and trading via direct contact with the people who make the calls that move markets and determine outcomes -business-critical content that cannot be obtained anywhere else.



An Affiliate of  MFA

CTHFA is the voice of the Connecticut alternative investment industry. Its members are professionals in hedge funds, funds of funds and managed futures funds, as well as academics and service providers. Established in 2004, CTHFA has grown into the leading regional hedge fund association in the U.S. CTHFA is proud of its partnerships with leading business schools including those at Yale School of Management Investment Management Club, University of Connecticut and Fairfield University. CTHFA has formed an alliance with MFA (Managed Funds Association) in Washington, D.C. Through this relationship with MFA, CTHFA can broaden its education resources and continue to be the unifying voice of the hedge fund industry in Connecticut. CTHFA and its partners produce an acclaimed symposium series and host the annual Global Alpha Forum conference. CTHFA is headquartered in Fairfield County, Conn. For more information, please visit: www.cthedge.org

DAY 1: SUNDAY MARCH 18TH

12:00 – 1:00	Early Registration
1:00 – 5:00	Golf Outing
5:00 – 6:00	Break
6:00 – 8:00	Cocktail Reception and Hors d’oeuvres

DAY 2: MONDAY MARCH 19TH

9:00 – 10:00	Registration and Networking Breakfast
10:00 – 10:45	Joint Opening Remarks and Presentation

11:00 – 11:45	<p>CAPITAL FLOWS AND THE NARROWING OF THE NORTH-SOUTH DIVIDE / One-on-One Meetings</p> <ul style="list-style-type: none"> How are regulatory developments in the U.S. and Europe affecting capital flows into and out of Latin America? What have been the main catalysts in behind the increase in cross-border market activity? As money center banks scale back fund businesses in LatAm, what opportunities can be seized by more nimble market participants? What is the role of fund allocators in the evolving fund-flow landscape? Can a newcomer successfully navigate the North-South (and South-North) fund flows, or is a partner on the ground necessary? As cross-border trading and investing gathers pace what opportunities and obstacles should be considered? <p>Participants: Jorge L. Arrizurieta, Chairman & CEO, Arrizurieta & Assoc. Victor Hugo Rodriguez, President & CEO, LatAm Alternatives</p>
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11:45 – 12:00	Refreshment Break
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12:00 – 12:45	<p>THE SHIFTING SOCIOECONOMIC LANDSCAPE / One-on-One Meetings</p> <ul style="list-style-type: none"> Will Latin American economic growth continue to underpin the ramp-up of capital flows into the country? How are Latin America’s export driven economies managing through lingering global economic weakness? Rise of the Middle Class: is social development narrowing the gap between LatAm’s rich and poor? Will this make for more investable assets and northbound capital flows? Will LatAm financial regulation continue on its own track or are there signs of convergence with more developed markets? LatAm economies have expanded substantially faster than have developed markets over the past decade, yet that divergence arguably has been under-appreciated by market participants. What can be done to narrow the gap between perception and reality? What do LatAm government leaders need to do to make the continent a more attractive destination for investment? <p>Participants: Douglas Newsome, Independent Consultant Giovanni A. Serrano, Co-Founder & Managing Director, Amedroz Capital Luis Lobato, Partner & Managing Director, Mercato Investimentos Alex Ian Carpenter, Head of Equity Research, Itau Asset Management George Andrew Moor Kerr, Director, Claritas Investimentos</p>
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12:45 – 2:00	Joint Lunch and Presentation/Keynote Ambassador V. Manuel Rocha , Senior Advisor on International Business, Foley & Lardner LLP
2:00 – 3:00	Pool side Networking Break
3:00 – 3:45	SPOTLIGHT ON INSTITUTIONS - THE INVESTOR EDGE / One-on-One Meetings <ul style="list-style-type: none"> ▪ How can institutional investors allocate capital to Latin America most efficiently and intelligently? ▪ Opportunities and challenges presented by convergence of markets in the Americas ▪ How can FX risk be managed? ▪ As emerging markets have grown, correlation with their more developed counterparts has increased. What benefit(s) can LatAm investments offer in lieu of diversification? ▪ Is Brazil still an emerging market or has it advanced enough to be categorized as developed? Can Colombia and Peru be seen as more attractive because they are ‘more emerging’ than Brazil and Mexico? ▪ Are LatAm investors deploying more capital abroad or are they staying home? ▪ How well placed and informed are investors to benefit from the growth in private equity opportunities? ▪ How does a foreign investor get involved in LatAm private equity? Is it necessary to have partners on the ground? ▪ What are the geopolitical risks of investing in private equity? ▪ What are the legal and tax implications of investing in PE? <p>Participants: Maurício Bicalho, Managing Partner, Triscorp Investimentos Fernando Donayre, Founder, INCA Investments Leandro A. Festino, Managing Principal, Meketa Investment Group Flavio Lobato, Executive Director, Liongate Capital Eduardo Tkacz, Co-Founder & Senior Managing Partner, Galt Capital</p>
4:00 – 4:45	HEDGE FUND REVOLUTION-ALTERNATIVE INVESTMENT FOCUS / One-on-One Meetings <ul style="list-style-type: none"> ▪ Hedge funds across the Americas are poised to benefit from investor appetite for private placements? ▪ What challenges and opportunities are there for a hedge fund seeking to raise capital? ▪ What are the biggest risks for a hedge fund launching in the region? How does the startup survival rate compare with that of developed economies ▪ What are hedge funds’ standards for compliance, transparency, infrastructure, and operational strength? ▪ What are the key factors for success in capital raising? ▪ Do the same quantitative trading strategies that work in North America and Europe work in LatAm? What regional strategies are effective? <p>Participants: Matthew Eisenberg, Partner, Finn Dixon & Herling LLP Russell Deakin, Managing Director, Rio Bravo Investimentos Chris Stanton, Director of Portfolio Strategy, Sunrise Capital Sérgio Blank, Chairman and PM, Kadima Asset Management Claire A. Walton, Managing Partner, Liberty Square Asset Management</p>

Preliminary Agenda

5:00 – 6:00	BREAKOUT SESSIONS & NETWORKING / <i>One-on-One Meetings</i>
6:30 - 8:30	Joint Dinner
DAY 3: TUESDAY MARCH 20TH	
9:00 – 10:00	Registration, Breakfast, and Brief Opening Remarks
10:00 – 10:45	<p>EXCHANGES AND TRADING PLATFORMS / <i>One-on-One Meetings</i></p> <ul style="list-style-type: none"> ▪ Can BM&F Bovespa continue to gain stature as one of the world’s elite exchanges? ▪ BMV now has the fastest trading engine in the region. How will the landscape change in light of this development? ▪ Colombia Peru Chile MILA exchange alliance. ▪ What is the outlook for additional joint ventures/partnerships with foreign exchange companies? How crucial are these alliances for the region and global trading? ▪ What is the likely impact of new global competitors such as Direct Edge, The London Stock Exchange and NYSE? ▪ North American entities’ interest in getting into the LatAm clearing space ▪ Is there a future for alternative trading systems in Latin America? <p>Participants: Tony Barchetto, Head of Strategy, DirectEdge Karl D. Fruecht, Vice President, Business Development, Penson Futures</p>
10:45 – 11:00	Refreshment Break
11:00 – 11:45	<p>BROKER DEALER FOCUS / <i>One-on-One Meetings</i></p> <ul style="list-style-type: none"> ▪ How are broker dealers in the Americas achieving best execution for their trading clients? ▪ Local partnerships are key for success. How are broker dealers positioning themselves to be the partner of choice? ▪ Implications of higher technology and compliance costs ▪ Is a comparative lack of trading-venue fragmentation a competitive advantage for LatAm broker-dealers vis-a-vis North American counterparts? <p>Participants: Jay B. Gould, Partner, Pillsbury Winthrop Shaw Pittman LLP Julie El-Taher, Director- Advanced Execution Services, Credit Suisse</p>

12:00 – 12:45	<p>TECHNOLOGY AND INFRASTRUCTURE / One-on-One Meetings</p> <ul style="list-style-type: none"> ▪ Crossborder trading is evolving at dizzying speeds and cutting edge technology has never been more important to be competitive. ▪ Implications of cost containment amid increased customer demands for state of the art trading and routing technology as well as a higher bar for compliance. ▪ How are broker dealers, exchanges and ATSS responding to these demands? ▪ How important is the right infrastructure for trade data and collocation? ▪ Is LatAm trading technology charting its own course or tracking that of developed markets? <p>Participants: Peter Milman, Co-Founder, Milman Capital Steve Casner, CEO, HazelTree</p>
12:45 – 2:00	<p>Joint Lunch and Presentation/Keynote Jonathan Golub, CFA, Chief US Equity Strategist</p>
2:00 – 3:00	Pool side Networking Break
3:00 – 3:45	<p>RISE OF DERIVATIVES / One-on-One Meetings</p> <ul style="list-style-type: none"> ▪ BM&F Bovespa is a derivatives stalwart, is the rest of LatAm also strong in this area? ▪ Derivatives as a commodity play in a commodity-rich region ▪ Implications of a Deutsche Borse-NYSE Euronext merger (or lack thereof) on derivatives trading venues ▪ Increasing institutional use of derivatives <p>Participants: Stanley Haar, President, Haar Capital</p>
3:45 – 4:15	Closing Keynote Address
4:15 – 6:30	Closing Remarks & Closing Cocktail Reception
4:30 – 6:30	Closing Cocktail Reception



HOTEL DETAILS:

BILTMORE HOTEL | 1200 ANASTASIA AVENUE | CORAL GABLES, FL 33134

Boasting unrivaled amenities, including an 18-hole golf course and a full-service spa, this famed historic hotel in Coral Gables, Florida is close to top attractions, including exciting South Beach.

The famed Biltmore Hotel strives to make every stay enjoyable with facilities including 10 tennis courts, a spacious outdoor pool complete with cabanas and a state-of-the-art fitness center. In addition, the hotel offers over 150 acres of lush tropical landscapes, offering peace and privacy.

Guests staying at the Biltmore can enjoy a variety of gourmet on-site dining options, including contemporary French cuisine at Palme d'Or and classic Italian dishes at Fontana. The hotel also offers classic pub fare at the 19th Hole restaurant and the famous Sunday Champagne Brunch.

In the area surrounding the Biltmore, guests can discover numerous shops at the Miracle Mile, stunning beaches and Miami's vibrant nightlife. The knowledgeable concierge services can also help arrange area tours, excursions and activities.

HOTEL RESERVATIONS:

Markets Media and the **Florida Alternative Investment Association** has secured a limited amount of rooms at a discounted rate of **\$229 per/night** for March 18th and 19th. The rooms will be available on a first come first served basis. All hotel bookings are to be made directly through the Biltmore Hotel.

The hotel offers three options for booking:

Call: 305.445.1926 or toll free 800.727.1926 (please use Markets Media or FAIA event as reference)

E-mail: reservations@biltmorehotel.com (reference code: 3254)

Website : www.biltmorehotel.com (group code: 3254 and authorization code: 47793)

All room rates are effective up until February 17, 2012. For any postdate reservations you must contact the reservation department directly at: 305.445.1926 or toll free 800.727.1926 and say you are with Markets Media or The Florida Alternative Investment Association to request availability and room rate.

For further information please contact:

Mari Carmen Diaz, Reservations Manager, Biltmore Hotel at maridiaz@biltmorehotel.com

Lindsey Diana, Conference Coordinator, Markets Media at lindsey@marketsmediallc.com



Congratulations to the Markets Media Group, The NYC LatAm event challenged all participants to openly discuss the issues and concerns of HFT traders, quant groups, asset managers, domestic and international broker dealers and technology providers. Markets Media provided an open forum for debate, intellectual opinions and straight forward, plainspoken face to face trader talk, in my opinion this is the type of event that is essential for all of us to honestly understand the local landscape in Brasil and all of Latin America. Thank you for the opportunity to help educate the American investors on how to start the process of connectivity to the BM&FBOVESPA and Brasil.

MARCELO GUALDA, BMF USA INC. A SUBSIDIARY OF THE BM&FBOVESPA

STANDARD REGISTRATION DETAILS:

3 Easy Ways To Register

Call: Lindsey Diana at 646.442.4655

Email: lindsey@marketsmediallc.com

Fax: Registration form to 646.839.2957

For additional event information, please send inquiries to:

Danielle Hall at 646.442.4645 or danielle@marketsmediallc.com

In addition to standard registration at Meeting of the Americas 2012, we also offer registration for attendees interested in the One-on-One meetings component of the event; bringing together alternative investment managers and leading institutional allocators from around the world.

For Managers To Qualify, please email: reporting@flaia.org

For Institutional Investors To Qualify, Please Email: michael@flaia.org

For a description of this year's sponsorship opportunities, please send inquiries to:

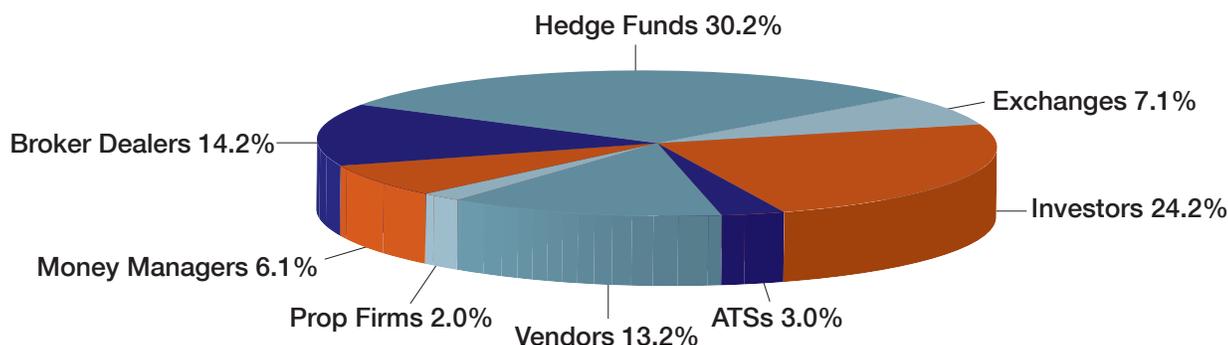
David Griffiths at 646.442.4643 or david@marketsmediallc.com



REGISTRATION FEE	11/1/2012- 1/2/2012	1/2/2012- 2/29/2012	After 3/1/2012
Standard	\$1,995.00	\$2,495.00	\$2,995.00
Allocators	**complimentary	**complimentary	**complimentary



WHO WILL ATTEND



REASONS NOT TO MISS MEETING OF THE AMERICAS:

THE MINDS OF THE MARKET: Capitalize on the opportunity to interact with industry experts during the Meeting of the Americas 2012, which will convene key players in the industry to engage in lively and informative dialogues in a unique format and setting. Content will include highly anticipated Keynote Addresses, Special Presentations and more...

EXCHANGE: Handshakes and business cards at signature networking experiences throughout the three days including welcome receptions, golf outing, executive dinners, cocktail receptions, pool side/beach parties and more...

VENDOR NETWORK: Meet with your peers and industry leaders throughout the event. An opportunity to exchange ideas and strategies with unparalleled access to investments experts and industry peers.

CONNECT: Alternative Investment fund managers and investors take advantage of our One-On-One meeting component at our Meeting of the Americas 2012 event.

For additional event information, please send inquiries to:
Danielle Hall at 646.442.4645 or danielle@marketsmediallc.com



FLAIA introduces One-on-One's at "Meeting of the Americas 2012"

The Biltmore Hotel – Miami March 19–20, 2012



Participants to Include:

Top-Tier Allocators

- Endowments
- Pension Plans
- Family Offices
- Trust Platforms
- Fund of Funds
- etc...

World-Class Service Providers

- Prime Brokerage
- Fund Administration
- Legal Services
- Audit Services
- Outsourced Technology
- etc...

"Best of Breed" Fund Managers

- Global Macro
- Long-Short Equity
- Merger Arbitrage
- Systematic
- Credit Arbitrage
- etc...

For additional information about this event, please visit the FLAIA website at www.fluia.org or send an e-mail to michael@fluia.org

Presented by:





**Also Enjoy...
Golf Outing
Cocktail Receptions
Poolside Parties & more....**



For additional event details please contact:
Danielle Hall, Markets Media
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