



The Hedge Fund Association Expands Presence in China in Nod to Region's Growing Importance to Alternative Investments Industry

Adam J. Steinberg Appointed Regional Director for China Chapter

BEIJING and NEW YORK – June 11, 2012 – In its continuing effort to support the global hedge fund industry through education and advocacy, the [Hedge Fund Association](http://www.thehfa.org) (the HFA) today announced that Adam J. Steinberg, a financial communications consultant in Beijing, has been tapped to serve as the new director of the HFA's China chapter.

Fluent in Mandarin Chinese, Steinberg advises companies on communications issues that affect reputation and market valuation. He has more than eight years of experience in mainland China and most recently, worked at Hill+Knowlton Strategies in Beijing where he counseled Nasdaq-listed Chinese company Tudou Holdings, among many others. He holds an MBA from CKGSB in Beijing; CKGSB's alumni in China include Alibaba's Jack Ma and Mengniu's Niu Gensheng.

"We are thrilled to have such an accomplished person as Adam joining the HFA as a regional director," said Mitch Ackles, president of the HFA. "Globally, hedge funds are moving into the investment mainstream, and he will be an excellent representative of both the industry and the HFA," he added.

Ackles cited the growing importance of hedge funds invested in China as the HFA's incentive to appoint a new director. "Beyond its economic growth, China has grown very quickly in terms of its level of investment sophistication, and hedge funds are a part of that," Ackles said. PerTrac, a leading aggregator of hedge fund data worldwide, found 658 hedge funds reporting in China as of April, 2012, about half of which were formed since January 2010.

"I am honored to join the HFA in China as regional director. Hedge funds are still very new in China and the HFA is in an excellent position to support both domestic Chinese hedge funds and global funds that have opened representative offices in China, but are still waiting for Qualified Foreign Institutional Investor (QFII) licenses," Steinberg said.

The Qualified Foreign Institutional Investor program, launched in 2002, allows licensed foreign investors to buy and sell yuan-denominated "A" shares in China's mainland stock exchanges (in Shanghai and Shenzhen) that had previously been closed off to foreign investors.

"The HFA, as the voice of the global hedge fund industry, will be able to promote greater two-way communication, education and understanding about hedge funds," Steinberg added.

With the appointment of Steinberg, the HFA now has representation in 17 regions, including 12 outside the U.S. The HFA also expects to announce the appointment of new directors in the UK and for overall EU operations later this year.

To download a high-resolution photo of Adam J. Steinberg, [click here](#).

About The Hedge Fund Association

The Hedge Fund Association (www.thehfa.org) is an international not-for-profit organization made up of hedge funds, funds of funds, family offices, high net worth individuals, institutional investors and service providers. In the U.S., the HFA has chapters in the Northeast, Southeast, and Midwest and on the West Coast. Internationally, the HFA has expanded to include chapters in Europe, Latin America, the Cayman Islands and China. HFA works on behalf of the entire hedge fund industry, including more than 9,500 hedge funds in the U.S. and abroad which collectively manage in excess of \$2 trillion in assets, as well as sophisticated investors and industry service providers.

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