

Simmons & Simmons

# The Team for Hedge Fund Start-ups

Hong Kong and  
Singapore



**Gaven Cheong**  
Partner  
T +852 2583 8323  
gaven.cheong  
@simmons-simmons.com



**Jek-Aun Long**  
Partner  
T +65 6831 5591  
jekaun.long  
@simmons-simmons.com



**Rolfe Hayden**  
Partner  
T +852 2583 8302  
rolfe.hayden  
@simmons-simmons.com

## Simmons & Simmons is the award winning hedge fund firm with unrivalled experience and start-up resources to help you to launch for less

Some of the largest and best known Asian and European hedge fund businesses are our clients – and have been since they were start-ups themselves

### What we offer

- All the services and information a start-up hedge fund needs for a successful launch through our dedicated online resource: Simmons & Simmons LaunchPlus
- A small core team dedicated to hedge fund start-up work backed by the largest hedge fund team in London
- Unparalleled experience of advising hedge fund managers and hedge funds
- Global support – hedge fund leaders in Hong Kong, Singapore and throughout Europe and the Middle East, with US support from New York hedge fund specialists Seward & Kissel
- A team that can keep on supporting you well beyond the start-up phase.

### Our approach

- Straightforward and pragmatic advice: we guide you through a complex regulatory landscape, but keep things simple
- Committed service: we want to stay with you for the long haul. We provide our clients with top legal skills and advice throughout the lifetime of their business
- Forward looking advice: our depth of experience of growing with start-ups means we can anticipate issues before they become problems
- Hands-on support: our start-up partners are available when needed, and their knowledge and experience ensures a cost effective service.

### Why are we different?

- We enable you to launch for less by giving 24/7 access to key resources via Simmons & Simmons LaunchPlus
- We provide global coverage for your business in the key financial centres of New York, London, Luxembourg, Hong Kong and Singapore
- The size of our team and the range of expertise we offer to start-up clients in Asia distinguishes us from our competition
- We understand the challenges you will face. We have unrivalled experience of the “new world” for hedge fund managers following AIFMD, EMIR, Dodd-Frank, developments under the SFC (in Hong Kong) and the MAS (in Singapore), and are uniquely placed to advise on forthcoming developments.