



INTERNATIONAL
TRADE
ADMINISTRATION

Impact & Sustainable Private Equity Certified Trade Mission Amsterdam • London • Zurich September 30 – October 2

NEW YORK, New York (April 30, 2013) The United States Department of Commerce and Watershed Capital Group jointly announced today the first Impact & Sustainable Private Equity Certified Trade Mission (CMT). This is the first trade mission to feature fund managers operating in the impact and sustainable sectors. The Impact CMT will take place the week of September 30, 2013 and will involve delegation meetings in Amsterdam, London, and Zurich.

The objective of the mission is to present to foreign-based potential institutional investors a compelling case for considering the United States as a destination for alternative investments through an educational program featuring U.S.-based Impact Investing firms. “This trade mission reflects the growth in investor interest in achieving financial, environmental, and social returns from invested capital,” said Shawn Lesser, Managing Partner of Watershed Capital Group, the mission organizer.

“As a certified trade mission, our aim is to present to foreign investors the great opportunity to invest with impact in the United States. Five years ago, there were not many impact investing fund managers. Today, there are hundreds. This trade mission allows the rest of the world to see the great diversity of impact investment strategies in the United States,” said Paul Thanos, Director of Financial Services Industries at the Department of Commerce.

“JP Morgan’s recent report that indicates investors will commit USD 9 billion in impact investing in 2013 is an amazing milestone for an emerging investment strategy. We are excited to be part of raising awareness of the U.S. fund managers leading the way,” said Michael Whelchel, Managing Partner of Watershed Capital.

ABOUT

Impact & Sustainable Private Equity Certified Trade Mission. The trade mission [JW1] catalyzed by the United States Department of Commerce in cooperation with Watershed Capital Group, features U.S.-based private equity and venture capital firms representing the United States as a compelling destination for foreign alternative investments. The trade mission is by invitation only, managed by Watershed Capital Group.

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