

A TRIBUTE TO HANS-WILLEM VAN TUYLL

The man we all knew as H-W



Hans-Willem Reinier, Baron van Tuyll van Serooskerken, heer van Vleuten, Knight in the order of Oranje-Nassau, known to all of us simply as H-W, left us too soon on 11 February 2020.

He was a Founding Member of the European Managed Futures Association, EMFA, now AIMA, when seventeen of us sat around a table in Montreux, Switzerland in September 1990 to form the association.

He served on the AIMA Board from 1995 to 2003, as Deputy Chairman, then Chairman from 2001 to 2003.

First and foremost, he was a commodities and managed futures man. He represented Cargill Investor Services, where he had a long and illustrious career starting in 1969. He held various global roles, from Brazil to Japan, then based in Geneva - in the latter years focusing on managed futures and hedge funds. In 1992, he was elected to the board of the Cargill International Pension Board and also served as a Member of the Advisory Board of PerTrac Financial Solutions.

He convinced Cargill to become our first Sponsoring Member, leading the way and encouraging many other eminent organisations to follow. In those early days, nearly half of EMFA's income came from our Sponsoring Members and I do not believe the association would have thrived without their support.

He gave his time, enthusiasm, energy and quiet support: never expecting anything in return.

In 1997, he was the driving force behind the creation of the first AIMA DDQ for CTAs and in 1999 persuaded the AIMA Council to look to Asia. Off to Asia we went: opening doors, educating and helping to bring the burgeoning Asia-Pacific industry together.

We travelled tirelessly to Hong Kong, Tokyo, Singapore, Sydney, later to China and South Korea, forging the way with the first AIMA Investor and Regulatory Forums in the region, which led to the establishment of AIMA Chapters and offices throughout the region - and for AIMA to become the alternative investment representative body of choice across the region.

Emma Mugridge, AIMA Director (1996-2008) writes: **"AIMA and the industry have been blessed with the altruistic input of a number of individuals who work tirelessly and generously on their behalf.**

H-W was among the first. He was kind, interested and interesting, highly knowledgeable and determined to help the industry be the best it could be.

Bear in mind that in the industry's early days, it was seen as opaque, unregulated, and risky. Derivatives then hedge funds were regularly vilified. This generated growing interest from regulators and politicians, and impacted

investment streams. It was a cycle that needed breaking.

H-W was one of those who pushed forward on all fronts: serving on and leading the AIMA Council; chairing, for many years, the Conference Committee (he was a prodigious conference attendee) and advising organisers on topics; leading the charge for the CTA DDQ; actively encouraging new membership; supporting all and attending many AIMA events around the world. Always encouraging. Always welcoming. And, for me, always supportive and kind.

He was a true gentleman. I am deeply thankful to have known and worked with him."

As well as the association, he actively supported industry pioneers and helped to develop independent research.

Nicola Meaden Grenham, Founder of TASS: **"In October 1993, TASS held the first of many conferences at which twenty hedge fund managers presented to qualified investors. The events were known as TASS Twenty Trader Talk (TTTTs). H-W attended the inaugural event and every event thereafter in Europe, Australia, Japan and the USA for the rest of the decade.**

For many women in this industry, he was one of the first men to support and sponsor us. This was not an easy task in the male-dominated financial sector. H-W's Rolodex was extensive and he willingly introduced us to managers and investors to enable TASS to promote this once fledgling industry for the benefit of all stakeholders.

For the many women in this industry who have made it, you'll find a consistent theme; H-W was our dear friend and ally."

Thomas Schneeweis, Professor Emeritus, Finance, Isenberg School of Management, UMass

Amherst, (2013-Present): **"It seems a fundamental truth that one fails to keep in touch with those who helped us until it is too late to do so. I was especially sorry to hear of H-W's passing. He was one of those helpful individuals who took time out of his busy life to mentor a young academic/entrepreneur to understand the alternative investment industry and its players during the early 1990s and thereafter. His kindness and thoughtfulness were just part of his character.**

H-W reminded me that, in the end, the industry is a people business and one had to take the time to work with them to move the industry forward. This led me to spend more time with industry leaders of the day to better appreciate their views. This often entailed meetings and discussions at 'unofficial venues' in Europe or Asia.

One H-W-centered event stands out. While attending an industry conference in Hong Kong, a group of us celebrated H-W's birthday at the bar atop the Peninsula Hotel in Kowloon. We shared a set of toasts involving a cognac dated some fifty years old or more. It was only fair that, since H-W had paid for dinner, I pay for the drinks. How costly could it be? When one of the party raised her hand as an indication to leave, I thought she meant another round of drinks - and I obliged. The two rounds cost more than my entire trip to Hong Kong and back. It was worth it since the story has returned the cost, many times over.

More importantly, it led to a closer relationship with H-W.

I wish to thank H-W for permitting me to be along for the ride. The industry and I would not be where we are today without H-W's willingness to share and care at the beginning of it all."

On a personal level, it was my pleasure to work with him, from the first day in 1990 and until I left AIMA in 2010. He was a willing mentor, generous with his time and ideas. To say that he taught me all I know about Asia is an understatement.

I have so many fond memories of our travels across the region. One that moved me deeply, during one of our early trips to Singapore, was his story of the time, at the end of WWII, he and his mother had been released from a Japanese prisoner of war camp and reunited with his father.

Our next stop was to be Tokyo, where he had a number of good friends. This highlights the man, the power of his forgiveness and the generosity of his spirit.

Over and above everything, he was a dedicated family man - always finding time to reach out each day. To his wife Eugenie, his children Alexandra, Bryony, Sabine and Reinout, I want to say thank you for sharing him with us.

I will always be grateful for having walked the managed futures, hedge funds and Asia-Pacific paths alongside him. He will be remembered for his outstanding contribution to the alternative investment industry, a true friend deeply missed by many.

Florence Lombard was formerly the Chief Executive Officer of AIMA between 1993-2009.



Florence Lombard
Former AIMA CEO, 1993-2009