

**Companies in the Middle East, Africa and South Asia (MEASA) region are increasingly looking to fund growth through private capital – including international capital.**

Family firms and conglomerates, meanwhile, are reaching a size and complexity that benefit from the capital and management expertise offered by private equity.

At the same time, many industries and sectors are fragmented, ideal for the consolidation that is well served by private equity. Governments are turning to public-private partnerships, representing yet another private equity opportunity.

An expanding appetite from institutions and high-net-worth individuals looking to diversify their portfolios with MEASA-focused private equity is creating an investor base for regionally themed funds.

With its location at the heart of deal making in the region, DIFC offers the ideal platform for firms looking to meet this need, as they launch or expand operations in the region.

Additionally, DIFC's fund structures and licensing options are ideally suited to private equity, creating a unique regional platform to launch, distribute, manage and domicile all types of private equity funds.

Private Equity is one of four areas within the Wealth and Asset Management focus at DIFC. The other areas

include Asset Management, Wealth Management and Fund Management.