

Calista Direct Investors, the Luxembourg-based PE/VC advisory and co-investment firm dedicated to Single Family Offices, launches the Observatoire, an annual rendez-vous dedicated to its families, with an inaugural edition at Château de Courances, on June 27th and 28th, 2024.

Calista Direct Investors hosted an exclusive event for its families, to launch its “Observatoire”, a new annual rendez-vous during which families get to learn, share and discuss current PE/VC market trends among themselves and with high-profile speakers. The event also marked the 3-year anniversary of the firm that aims to be the go-to platform for private investors keen to invest professionally in PE/VC, across funds, co-investments and directs, founded by Serge de Ganay and Rajaa Mekouar.

Calista Direct Investors welcomed some 20 Single Family Office Principals from across Europe and the US, in the private estate of Château de Courances, which belongs to the De Ganay family.

“The potential of PE/VC presents gigantic opportunities but also substantial risks. This asset class is dynamic, innovative, and sometimes even disruptive. On the other hand, Family Offices and private investors, by definition, have a long-term performance objective and a strong natural appetite for PE/VC. However, they are confronted with access, valuation, monitoring, and sustainability issues, and more globally, with what will happen next. This is Observatoire’s raison d’être”, remarked Serge de Ganay, the Chairman of Calista.



Rajaa Mekouar, the Managing Partner of Calista, added: “Working with dozens of entrepreneurs for over two decades as a GP and LP, has provided me with the opportunity to tackle the private equity world in a manner that is hard to replicate and allows our families to become even more professional investors. This also provides unique insight into how such investors think, view value creation and risk. We take it to heart to translate this extensive knowledge into actionable lessons and opportunities, for a win-win cooperation when it comes to dealmaking.”

When both universes of “Families” and “PE/VC” are in sync, conviction-based investments take center stage, and superior long-term risk-adjusted returns can be generated. Calista leverages upon its 300+ investor network, 300+ deals sourced annually and its 10-strong team to bring to its families the most relevant investment trends. Amongst Calista’s conviction themes that were featured during the conference: Secondaries, Lower Middle Market LBOs, DeepTech and Healthcare.

During the two-day event, such high-profile speakers as Ian Prideaux and Uwe Kolb, both Senior Calista advisors, held speeches on Asset Allocation, Family Governance and Families’ stance towards PE/VC. The Calista Team also shared its first annual Family Survey results, which shed light on how its ecosystem view PE/VC. Dr Volker Then, of Fondazione AIS, also intervened on the theme of Impact and Sustainability Measurement by families. John Holloway, as an outgoing Board member made a few valedictory remarks underlining the contribution the Board had collectively brought to the early development of Calista, and also highlighted the quality of the Calista team. Last but not least, some of the Calista families shared their first-hand experience as investors faced with numerous challenges when it comes to defining and fine-tuning their investment strategy in PE/VC.

One of the families attending the event provided this testimonial: “I would like to heartily thank you for the unforgettable experience you offered us at Château de Courances. This was indeed a magic moment and a true milestone for Calista. You have been able to collect and concentrate in a few hours all the very best you have been able to do in these three first years of a quite unique journey, where you had the chance to express at best your talents together with your team”.

Observatoire by Calista Direct Investors is under the patronage of HRH Prince Felix of Luxembourg, who will host future editions at his estate, Château Les Crostes.

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