



The Law Society  
of England and Wales

# Future-proof your law firm for a globalised world: new approaches, new challenges

Tuesday 24 November 2009

09.15 - 22.00

The Law Society, 113 Chancery Lane  
London WC2A 1PL

5 hours 45 minutes CPD hours

Reference: APF/IHKB

*international*





## Background

The Law Society's International Division is hosting its second annual International Marketplace conference on 24 November 2009 with a day and evening devoted to the celebration and development of future **excellence** and **innovation** in international legal practice and business.

## The Conference

To maximise international potential in the current economic climate, and to ensure 'future fitness', law firms need to be fully aware of the challenges and opportunities generated through international legal practice as well as being in a position to understand the global pressures and considerations which impact their clients. The morning and early afternoon conference sessions will concentrate on the big picture economic outlook, as well as the opportunities that exist in particular regions and countries for law firms and their clients.

Law firms already operating internationally also need to be aware of developing trends, techniques and business innovations, to ensure they maximise their international potential. Many law firms are already making a success of their international work, but there are methods and approaches which can be employed to extract even more benefit. The late afternoon sessions will focus on the new approaches and innovations which law firms should be considering when developing and implementing their international strategy.

## Who should attend?

This event is aimed at:

- Decision-makers in law firms already engaged in international legal business
- Heads of business development and marketing
- Senior and managing partners
- Heads of practice streams.

## Programme

### Morning: future challenges and opportunities

- 09.15** Registration and tea/coffee and exhibition
- 10.00** Welcome and introduction  
Robert Heslett, President of the Law Society
- 10.05** **V has to come before W: the outlook for markets in 2010**  
Matt King, Managing Director and Global Head of Credit Strategy at Citigroup
- 10.30** **Innovation in services: possible futures for international law firms**  
- the view from Professor Mari Sako, The Novak Druce Centre for Professional Service Firms, Saïd Business School, Oxford University
- 10.50** Q&A
- 11.00** Coffee and exhibition
- 11.30** **Adding value across borders: the view from general counsel**  
Speakers:
- Deepak Malhotra, Senior Vice President & General Counsel, Constellation Europe and Chair, Global Leaders in Law think-tank
  - Dirk Winkhaus, Director of Legal Services for EMEA, SGI
  - Paul Gilbert, Chief Executive, LBC Wise Counsel
- Session chaired by Des Hudson, Chief Executive of the Law Society



12.30

Lunch

13.45

**The Legal Jungle: strategies for surviving and thriving in competitive environments**  
- taught by Joe Howard and Tony Friede, Enos Consulting

**Afternoon breakouts: countries and regions (4 groups)**

14.30 - 16.00

**Breakout 1:**

**'Triangulation': how knowledge of one market can help you break into another**

Speakers:

- Abhijit Mukhopadhyay, Group General Counsel, Hinduja Group
- David Snell, AIM Market Leader, PricewaterhouseCoopers LLP
- Raju Jaddoo, Managing Director, Board of Investment - Mauritius

Session chaired by: Alison Hook, Head of International, The Law Society

**Breakout 2: Working with major financial centres to reach new markets**

Speakers and topics:

- Understanding lawyering in Qatar and the Qatar Financial Centre - Jane Thorpe, Chief Legal Officer, Qatar Financial Centre Authority
- Working with OFCs: what opportunities do they offer law firms and their clients - Clive Boothman, London Representative, Jersey Finance
- The benefits of working with OFCs: the practitioner's perspective - SC Andrew LLP

Session chaired by: Jeremy Marshall, Partner, Irwin Mitchell LLP

**Breakout 3: Making mature markets work: new ideas, new horizons**

The US and Western Europe continue to be lucrative markets for law firms and their clients, but what/where are the new exciting developments in these countries that could offer new opportunities?

Focus on:

- USA - Donald Ridge, Managing Partner, Morris Polich & Purdy LLP
- Belgium - Law firm Simont Braun
- Italy - Vittorio Muschitiello, Partner, VMS Solicitors LLP
- Scandinavia - Anders M. Hansen, Partner, Danders & More

Session chaired by: Michael Hales, Partner and Chair of the International Committee and European group, Nabarro LLP

**Breakout 4: Beyond emerging markets - the next wave**

Speakers and topics:

- Francophone Africa and the OHADA harmonisation of business laws - Jean Alain Penda Matipé, Representative in charge of English and Portuguese countries, UNIDA (Association for the Unification of Business Law in Africa)
- Business opportunities in the Balkans - Patricia Gannon, Partner, Karanovic & Nikolic
- Risk management: fortune favours the brave but how do you manage your risk when working in relatively unknown/undeveloped markets? Nicole Bigby, Head of Risk, Berwin Leighton Paisner LLP

Session chaired by: Nankunda Katangaza, International Policy Manager (Africa, Middle East, S/SE Asia), The Law Society

16.00

Tea and exhibition



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### Afternoon breakouts: new approaches and innovations (4 groups)

16.30 - 18.00

**Breakout 1: Social media: how to effectively channel the power of the internet and communications tools for your business and develop your international communications strategy**

Facilitated by: Kevin Read, Managing Director, BP Business & Brand, Bell Pottinger

**Breakout 2: Understanding and relating to your client and their needs: an anthropological study**

Facilitated by: Tony Friede and Joe Howard, Consultants, Enos Consulting

**Breakout 3: Outsourcing/offshoring potential for your business**

Facilitated by: Julian Cuppage, Consultant to Professional Services Outsourcing, Chantrey Vellacott DFK LLP and Sudip Roy, Relationship Manager, UK and Europe, Tata Consultancy Services Ltd

**Breakout 4: Marketing: how to differentiate your firm in the international marketplace**

Facilitated by: Steve Blundell, Managing Director, Gracechurch Consulting

### Followed by... The International Division's annual party and international networking event

Join us for a celebration of international networking. Conference delegates will join other international lawyers, diplomats and general counsel, to enjoy an evening of international food, entertainment and new contact making.

Timings for this event: 18.30 - 22.00

### Pricing:

Conference + party:

International Division members - £175 + VAT

Non-International Division members - £280 + VAT

Delegates travelling from outside the UK - £100

Party only: £30+ VAT - International Division members

Party only: £50 + VAT - Non-International Division members

[Click here to register online for this event](#)

For events enquiries e-mail [events@lawsociety.org.uk](mailto:events@lawsociety.org.uk)