



International network of independent law firms



# History

- 1989 - Founded by Ashfords - Initially only European members
- 1990 - Trade Mark registered
- 1991 - Advoc Limited incorporated
- 1991 - First AGM in Exeter, UK
- 1994 - Asia Chapter founded
- 2003 - Latin America and Caribbean Chapter founded
- 2010 - North America Chapter founded
- 2014 - Informal association with Lex Africa
- 2017 Latest joiner – Lebanon servicing Saudi Arabia and the Gulf States

# Features

- 96 Members in 73 countries plus informal association with Lex Africa's 21 members makes 117 members in 94 countries
- Effectively a virtual global law firm of over 5,000 lawyers
- Standard response times to meet clients requirements
- Standard approach on fees
- Non-exclusive – Can instruct non-member firm in a member jurisdiction
- Introductions direct (not through the centre) - No referral fees
- Peer reporting and annual audit maintains best practice
- Conferences & Practice Groups share expertise in major disciplines

# Main Disciplines

- Accredited Arbitration, Mediation & Adjudication
- Banking & Finance
- Commercial Litigation, Dispute Resolution
- Competition & Trade
- Construction
- Corporate Finance
- Criminal (White collar)
- Energy & Resources
- Environment & Climate Change
- Family
- IT & Data Protection
- Inheritance & Succession
- Insolvency & Restructuring
- Intellectual Property
- Labour, Employment & Business Immigration
- Maritime & Transport
- Real Estate
- Sports Law
- Tax

# Benefits for Members

- Able to service our clients' legal needs in other jurisdictions
- Have confidence that the service will be:
  - Prompt
  - Best quality
  - Reasonably priced
  - Form firm that understands politics & culture of local jurisdiction
- Share IT, BD & practice management ideas to develop our own firms
- Advance the development of junior lawyers
- Receive interesting client referrals from other members
- Pitch for and work on cross-border transactions together

# Website – Extranet – App

- Website regularly updated, mobile friendly
- Resources like:
  - “Doing Business In”
  - “A Guide to International Real Estate Investment” etc.
- Twitter, LinkedIn & other social networking
- Members-only Extranet for administration
- Advoc Limited App both for IOS & Android **(try it!)**
- Easy contact with member firms & identify relevant disciplines

# Member & Client Meetings

- Member meetings
  - 5 Chapter AGMs a year on rotation between member countries
  - 1 Global meeting every 2 years ('17 Jaipur '19 Moscow)
  - Numerous Practice Group meetings
- Several Client-facing meetings annually, including
  - Cross-Border M&A February in London
  - Marine (London, Singapore etc)
  - Real Estate (Berlin, Milan etc)
  - International Business Law Conference (Hong Kong etc)

# Management

Management conducted through 4 Global Committees:

- Global Executive (GEC) - Directors of Advoc Limited (holds global IP)
  - Intellectual Property
  - Rules & Protocols
  - Web & Marketing
- Each Committee has two members from each Chapter
  - Each Chapter has a company and a board for local coordination
  - Current Chairman of GEC is Jude Benny (Singapore)
  - Ultimate authority lies with the members in General Meeting
  - Dedicated marketing and administration support from Ashfords London



# Constitutional Documents

- All Members sign a Deed of Adherence to main documents
  - The Accord
  - The Intellectual Property Agreement
- Ancillary documents include
  - Network Rules
  - Quality Standards Protocol
  - New member DD Information Request
  - Annual Audit Return
  - Junior lawyer exchange protocol

# Ethos

- Client service comes first
- Trust built face to face over time - need to attend member meetings
- Mutual respect for cultural differences
- Honesty e.g. about expertise, capability and resource
- Adherence to the rules
- Personal friendships become extra mural
- Advoc conferences are fun
- Take a look at Advoc home page video to get a feel of the ethos  
<http://www.advoc.com/about/>

# Working together cross-border

## Ashfords (England) & Garvey Schubert Barer (USA)

Advised US Co **TigerLogic** on sale of its  
data management technology  
business **Omnis** to OLS Holdings



## Ashfords (England) & DELACOUR (Denmark)

Advised **Gabriel** listed on Nasdaq Nordic  
on share purchase of Screen Solutions  
UK

The logo for Gabriel, consisting of the word "Gabriel" in a bold, black, sans-serif font.

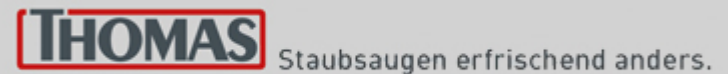
## Boels Zanders (Netherlands) & Legisperitus (Indonesia)

Advised **Technomed** with subsidiaries in  
Netherlands, Indonesia and US on sale  
to **Magstim Group**



## Boels Zanders, (Netherlands) Cornet Vincent Segurel (France)

Advised Robert Thomas Metall und  
Elektrowerke GmbH on the purchase of  
the Stafier Group



# Working Together

**Colin Biggers & Paisley (Australia) &  
Fred Kan & Co (Hong Kong)**

Sale of Australian **architectural practice**  
(subs in Vietnam & PRC) to China  
Construction & Design International



**CVS Cabinet Vincent Segurel (France) &  
Cocuzza & Associati Studio Legale (Italy)**

Advised on grant of security over shares  
of PGDI to a pool of banks including  
Credit Lyonnais Societe Generale and  
BNP Bapibas



**Seufert Rechtsanwälte (Germany) &  
JT&N (China)**

Advised listed Chinese  
technology company on a de-  
investment in Germany preceded by  
bitter shareholder dispute before  
German courts

**Boels Zanders (Netherlands) &  
Muhtaranlar & Associates (Turkey)**

Advised Facor Minerals on the  
establishment of a joint venture with  
the Dillenburg Group for the acquisition  
and operation of mining licenses in  
Turkey

# Countries Currently in the Network

- Argentina
- Australia
- Austria
- Bangladesh
- Belgium
- Bolivia
- Brazil
- Bulgaria
- Cambodia
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Dominican Republic
- Ecuador
- England
- Estonia
- Fiji
- Finland
- France
- Germany
- Gibraltar
- Greece
- Hungary
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Korea, Republic of
- Latvia
- Lebanon
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Malaysia
- Malta
- Mexico
- Myanmar
- Netherlands
- New Zealand
- Nigeria
- Norway
- Pakistan
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Romania
- Russian Federation
- Scotland
- Serbia
- Singapore
- Slovakia
- South Africa
- Spain
- Sri Lanka
- Sweden
- Switzerland
- Thailand
- Turkey
- United Arab Emirates
- United States of America
- Uruguay
- Vietnam

# Lex Africa



LEX Africa is an alliance of 21 leading law firms across Africa which was founded in 1993 and was the first legal alliance focusing solely on Africa.

- Angola
- Botswana
- Burkina Faso
- Cameroon
- Cote d'Ivoire
- DRC
- Ethiopia
- Ghana
- Kenya
- Lesotho
- Malawi
- Mauritius
- Mozambique
- Namibia
- Nigeria
- Senegal
- South Africa
- Tanzania
- Uganda
- Zambia
- Zimbabwe

# ADVOC Member Clients



Brazil and Vietnam



Cambodia and Vietnam



Costa Rica



Switzerland



Uruguay



U B E R

Latvia



Vietnam



Mercedes-Benz

Latvia



myanmar  
national airlines

Singapore



SCOTTISHPOWER

Scotland



ZURICH

Lebanon

# Sample Member Firm Headcount

| Firm Name               | Country      | Headcount | Firm Name                       | Country   | Headcount |
|-------------------------|--------------|-----------|---------------------------------|-----------|-----------|
| Adams & Adams           | South Africa | 200       | CVS                             | France    | 160       |
| Ashfords                | England      | 546       | Garvey Schubert Barer           | USA       | 117       |
| Boels Zanders           | Netherlands  | 100       | Jincheng Tongda & Neal Law Firm | China     | 200       |
| Bratschi                | Switzerland  | 139       | MacRoberts                      | Scotland  | 120       |
| CBP                     | Australia    | 190       | Nicholson y Cano                | Argentina | 155       |
| Cooper Grace Ward       | Australia    | 220       | Posse Herrera Ruiz              | Colombia  | 134       |
| Cremades & Calvo-Sotelo | Spain        | 110       | Robison + Cole                  | USA       | 224       |
| Cuatrecasas             | Portugal     | 145       | Siqueria Castro                 | Brazil    | 2,309     |