

# Focused on Asia

## *Local awareness, international strength*

### **What we do for our clients**

The dynamic markets of Asia offer some of the best business opportunities in the world today. However, such a vast area, with stark differences in politics, laws, languages and cultures, presents clients with particular challenges.

Our wealth of experience in local culture and customs, a practical, commercial outlook and an understanding of the global context in which businesses now operate, enables us to guide international clients through to a successful resolution of any transaction or dispute.

Our legal experts understand regional laws, business culture, customs and languages, while not losing sight of international considerations. Our local contacts facilitate business on the ground and commercial awareness, giving our clients the best competitive advantage. We have the experience to avoid common pitfalls and a keen sense of what works in the local context.

Our offices in Shanghai and Hong Kong help serve our clients' needs in China, Hong Kong, Macau, Japan, Korea and Taiwan, while our office in Singapore services South Asia and South East Asia, including Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Cambodia, Laos and, working closely with the firm's dedicated India group, India.

Whilst we have capability across a wide range of product groups and sectors we take pride in being leaders in energy & natural resources, transport & logistics, financial institutions, hospitality & leisure, technology and telecoms.

Another focus of our lawyers in Asia is to seek out opportunities arising from the migration of Asian Corporates into Western markets. For our clients emanating from Asia, we are currently involved in telecoms regulatory work across Europe, two IPOs in Germany and a significant acquisition in Denmark.

### **Innovation in our sector**

Setting up offices in Hong Kong and Singapore in the midst of the recession demonstrates our ability to adapt for the future. Our reputation for transparent and flexible billing methods is well known amongst the Asia General Counsel community. We are working to honour that reputation and continue to outshine our competitors.



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## Did you know?

- 1** The region we cover stretches from the south of Indonesia to the north of China – a distance of approximately 4,000 miles.
- 2** Across Asia we have 13 partners and 30 other fee earners.
- 3** There are 47 countries in Asia and approximately 60% of the world's population is Asian.
- 4** The majority of our lawyers are dual qualified and the vast majority of our staff are at least bilingual.
- 5** Mandarin is the world's most commonly spoken language.
- 6** We are forbidden by local laws from having offices in certain jurisdictions (eg India, Korea, Indonesia) and from practising the law of the jurisdiction in others (eg China, Singapore).
- 7** There are some areas of law where we have the leading experts in the Asia region, such as trade finance and clean energy.
- 8** According to the Wall Street Journal, the IMF projects growth for all of Asia in 2010 and 2011 to reach 7.1% in both years, while Hong Kong was the largest listing market in the world by fund raising size in 2009.
- 9** We have won the Asian Counsel Firm of the Year Award for Antitrust/Competition in China for the last two years running.
- 10** The Singapore International Arbitration Centre is aiming to be the world's leading seat for international arbitration.

## Key contacts

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