

ChilliIQ



2° LEGAL LEADERS
ASIA FORUM

24TH & 25TH MARCH 2015
INTERCONTINENTAL HONG KONG

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ABOUT THE EVENT

ASIA PACIFIC AS A LEADING LEGAL MARKET: OPPORTUNITIES & CHALLENGES

Asia has one of the fastest growing economies in the world; even though China is on a slowdown - the legal market continues to grow and expand. The influx of foreign firms to the region has meant an increase in competition from both local and international firms. The task ahead is how to better compete against these already established and better positioned firms. Foreign practices face greater scrutiny, tighter regulatory controls and different taxation rules which make the playing field harder and challenging.

In the book "A Comprehensive Guide to the Asia-Pacific Legal Markets" by John Grimley, it states that: "Reports reflect that the Asia-Pacific is one of the fastest-growing economic regions in the world. GDP in the Asia-Pacific region is projected to rise at 6.4% per year between 2011 and 2020, compared to 2.5% in the US and just 1.3% in the Eurozone."

The forecast growth in the region means that it will become increasingly attractive to even more foreign firms in the future to come. The development and progress of law firms in this new market will depend on how well the opportunities and risks are evaluated and managed.

The 2nd Legal Leaders Asia Forum is an opportunity for both international and independent firms already established in Asia or with an eye towards the path to Asia, to congregate and learn amongst peers. Through the guidance of the expert advisory panel, the event offers an innovative learning programme, networking evening and an interactive approach is an ideal setting for the frank exchange of ideas amongst the leaders of law firms from within and across the region.

ABOUT CHILLI IQ

Throughout the years, Chilli IQ has continued to raise the bar, delivering conference programmes of quality, relevance and value for senior decision makers: The Managing Partners Forum has been running for seven years, establishing itself as the foremost event for managing partners in Australia, building on the solid foundation of this core event, we have created the Legal Leaders Asia Forum to bring this same focus and knowledge to legal leaders of the Asian region.



WHO SHOULD ATTEND

This event has been exclusively produced to address the function and capacity of the following position holders from mid-tier to large law firms:

- Managing Partners (current and imminent)
- Executive Committee members including Chief Executive Officers; Chairpersons; Chief Operation Officers
- Senior Partners with an eye towards Management
- General Counsel from leading organisations

BENEFITS OF ATTENDING

The 2015 2nd Legal Leaders Asia Forum has been researched and produced in conjunction with the event's Advisory Board. It has been specifically designed to address the issues legal leaders' face in the Asian region. It will not only provide an intimate forum which to learn new skills from leading experts and consultants but will also be an opportunity to gain further insights into the flourishing Asian legal market.

The conference programme is always timely and relevant and is designed to provide skills and expertise crucial to all Managing Partners by identifying and refreshing key aspects of their role. The success of this event will be measured by its flexibility to be current and adaptive to the changing managing partners' role in this strong growing Asian market.

ABOUT THE VENUE

Intercontinental Hong Kong

18 Salisbury Road
KOWLOON
HONG KONG

<http://www.hongkong-ic.intercontinental.com/>



WHAT YOU WILL LEARN

The 2nd Legal Leaders Asia Forum is a peer-driven event which reflects the needs and issues of Managing Partners across Asia. The content of the programme has been strategically researched and produced with the delegate in mind, and offers current and topical sessions relevant to all law firms - across Asia.

Attend the event and hear the following topics:

- The continuing impact of Globalisation
- Leading a global law firm in Asia – the trials and tribulations
- Moving across borders – Regionalisation case study
- NewLaw Progress
- The client's perspective
- Technology for better client service

CONFIRMED SPEAKERS

Following is a list of prominent legal leaders chosen to speak at the event for their unique perspectives on law firm management and leadership:

David Tang | Managing Partner Asia | **K & L GATES**

David Doran | Chairman & Founding Partner | **DFDL**

Kirsty Dougan | Head of Asia | **AXIOM LAW**

Professor Douglas Arner | Professor of Law | **UNIVERSITY OF HONG KONG**

Nick Seddon | Partner | **BEATON CAPITAL**

Andrew Keith | Chief Operating Officer | **DEACONS**

John Grimley | Editor & Publisher | **ASIA LAW PORTAL**

Justin Cox | Director of Sales Asia Pacific | **THOMSON REUTERS ELITE**

ADVISORY PANEL

In order to best represent the interests and needs of the legal profession, we have assembled some of the most prominent legal leaders and thinkers to form an Advisory Panel that will assist with the direction and planning of topics for the Managing Partners Forum 2014.

Our Panellists include:

MATTHEW BUBB | MANAGING PARTNER | ASHURST

Matthew Bubb is the Managing Partner of Ashurst's Asian practice, which comprises offices in Beijing, Hong Kong, Jakarta, Shanghai, Singapore and Tokyo. Matthew, who is based in Singapore, has extensive leadership experience. Prior to his appointment as Asia Managing Partner he was a member of the firm's global management board, before which he was the Managing Partner of Ashurst Singapore for six years, during which time he oversaw the growth of the office to become one of the largest international legal practices in Singapore. Matthew is also recognised internationally as a leading practitioner in the development and financing of energy and infrastructure projects and has been involved in many major transactions across the Asia-Pacific region. He is qualified as a solicitor in England and Wales, as well as being admitted to practice in South Australia and Victoria, Australia.

NICK SEDDON | PARTNER | BEATON CAPITAL ASIA

Nick contributes to our clients' success by advising on strategies for growth and market entry and providing corporate advice to strengthen their competitive positions. A law firm partner at the age of 27, Nick spent a decade driving M&A and private equity transactions for clients. He then moved in to law firm management and was appointed managing partner of the Birmingham office of DLA Piper. He was subsequently elected to the international board and later managed the firm's Asian operations, growing revenue by more than 300% in four years. Later he established offices for Eversheds in Hong Kong and Singapore. In addition to his wide transactional experience Nick was a chief executive in the computer games industry. Settled in Hong Kong, Nick has very wide connections throughout Asia, Australia and the UK in commerce, banking and the professions. Nick is a member of the Advisory Board of Hong Kong University's Asian Institute of Financial Law. He is a Solicitor of the Supreme Court of England and Wales and holds an LLB from The University of Birmingham.

CONFERENCE PROGRAMME DAY 1 - 24 MARCH 2015

| TIME | SESSION | REGISTRATION & NETWORKING SESSION |
|---------------|--------------|--|
| 17.00 -17.15 | | REGISTRATION OPEN |
| 17.15 - 19.00 | MEET & GREET | WELCOME RECEPTION & NETWORKING OPPORTUNITY An opportunity for local and international delegates to congregate and get to know each other before the conference begins. LOBBY LOUNGE INTERCONTINENTAL HONG KONG |


CONFERENCE PROGRAMME DAY 2 - 25 MARCH 2015

| TIME | SESSION | PROGRAM |
|---------------|-----------|--|
| 08.30 -9.00 | | REGISTRATIONS OPEN |
| 09.00 -9.10 | OPENING | OPENING ADDRESS FROM THE CHAIRPERSON John Grimley Editor & Publisher ASIA LAW PORTAL |
| 09.10 -10.00 | Session 1 | THE CONTINUING IMPACT OF GLOBALISATION Nick will set the scene by looking at the various factors that Beaton regard as having a major impact on legal services provision in the Asian Century. Globalization and the continued increase of NewLaw are amongst those issues but the Beaton view is that the whole region is changing and many of those factor are particular to this region. Nick Seddon Partner BEATON CAPITAL |
| 10.00 - 10.45 | Session 2 | LEADING A GLOBAL LAW FIRM IN ASIA – THE TRIALS AND TRIBULATIONS - PANEL DISCUSSION David Tang Managing Partner Asia K & L GATES Andrew Keith Chief Operating Officer DEACONS Moderator: John Grimley Editor & Publisher ASIA LAW PORTAL |

CONFERENCE PROGRAMME DAY 2 - 25 MARCH 2015

| TIME | SESSION | PROGRAM |
|---------------|-----------|--|
| 10.45 -11.15 | BREAK | MORNING TEA & NETWORKING BREAK |
| 11.15 -12.00 | Session 3 | <p>MOVING ACROSS BORDERS – REGIONALISATION STUDY</p> <ul style="list-style-type: none"> - Over the past 20 years, DFDL has developed from a single office in Phnom Penh, Cambodia to operating in 11 jurisdictions across the region by implementing a strategy that was the opposite of that pursued by many of our competitors in the region. Initially, we used a reverse Hub and Spoke strategy – as first movers, we captured relationships, top local legal talent and expertise before others entered into our “spoke” markets. We were then able to leverage our knowledge base and relationships to enter into the more competitive “hub” markets of the region, like Thailand and Singapore. - Our multi-tiered development focus was to provide ethical and accurate, rule of law-based local legal advice to companies investing in the region while participating heavily in legal reform measures. We also concentrated our efforts on growing the local legal community by giving our local lawyers a solid foundation in the ethical practice of law in a highly motivated and driven professional legal environment. - DFDL has a corporate model, with a board and non-lawyer management. We believe this allows us to adapt to the rapidly changing legal, political and economic environment of our frontier markets quickly and effectively while expanding into new markets and new practice areas. - As the world continues to shift its focus and investments to the developing world, we will continue to have increased competition in our markets, but we also have increased business opportunities. We also know that our competition will face the same challenges in developing a long term international legal business in emerging markets outside their home countries that we faced. <p>David Doran Chairman & Founding Partner DFDL</p> |
| 12.00 - 12.30 | Session 4 | <p>2015 LARGE LAW FIRM CHALLENGES</p> <p>Justin Cox Director of Sales Asia Pacific THOMSON REUTERS ELITE</p>  |
| 12.30 -13.30 | BREAK | LUNCHEON - HARBOURSIDE RESTAURANT |

CONFERENCE PROGRAMME DAY 2 - 25 MARCH 2015

| TIME | SESSION | PROGRAM |
|---------------|-----------|---|
| 13.30 - 14.15 | Session 5 | NEWLAW PROGRESS - A CASE STUDY |
| 14.15-15.00 | Session 6 | TECHNOLOGY UPDATE  |
| 15.00-15.15 | BREAK | AFTERNOON TEA & NETWORKING BREAK |
| 15.15 -16.00 | Session 7 | FUTURE OUTLOOK FOR ASIA Professor Douglas Arner Professor of Law HONG KONG UNIVERSITY |
| 16.00 | END | |

DELEGATE PASS*

• Welcome Address & Networking Drinks
INTERCONTINENTAL HONG KONG

• Day One - 24th March 2015 - Lobby Lounge

• Day Two - 25th March 2015- Conference

* DELEGATES MUST BE FROM THE JOB TITLES
STATED IN THE "WHO SHOULD ATTEND"
SECTION OF THE BROCHURE.
NO VENDOR DELEGATES ALLOWED.

SPECIAL EARLY BIRD & GROUP RATES

REGISTER AFTER 27TH FEBRUARY 2015

FIRST DELEGATE: AUD \$1,495.00

* FOR SPECIAL GROUP RATES OR INTERNATIONAL TRANSFER
PLEASE CONTACT US: +61 2 9818 6566

ACCOMMODATION: To book accommodation please
contact the hotel directly on :

<http://www.hongkong-ic.intercontinental.com/>

TO REGISTER FOR
THE EVENT, SIMPLY
FILL IN YOUR DETAILS
& PAYMENT OPTIONS
& FAX BACK TO:

+61 2 9818 6577
info@chilliiq.com.au

FIRST

SURNAME

COMPANY NAME

JOB TITLE

STATE

PHONE

POSTCODE

EMAIL

ADDRESS

CREDIT CARD REGISTRATION

CREDIT CARD HOLDER

CREDIT CARD NUMBER

EXPIRING DATE

SIGNATURE

PLEASE CHARGE
MY CREDIT CARD:

Visa Mastercard Amex

[3% SURCHARGE APPLICABLE
TO ALL AMEX PAYMENTS]

TERMS & CONDITIONS: All delegates must be paid in full prior to the date of the event before admittance to the conference & collection of conference documentation is allowed. CHILLI MARKETING PTY LTD t/a. CHILLI IQ reserves the right to change or amend this program at its own discretion due to any cancellations, or rescheduling. Details regarding this conference were correct at the time printing. CANCELLATION POLICY: Any conference cancellation received must be made in writing: - Up to the 31st January 2015: full registration refunded. - Up to 15th February 2015: 50% of full registration refunded. - After the 15th February 2015 2015: no refund, substitution only.

TO PAY VIA OUR SECURE ONLINE WEBSITE

VISIT: www.chilliiq.com.au/register

IF YOU HAVE ANY QUERIES PLEASE
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