

SAVE \$400
Register and Pay by
29 July 2009

Enjoy 10% Group Discount for 3 or more delegates!



Content Dictated by
Managing Partners on
First-Hand Knowledge in
Managing Law Firms

29-30 SEPTEMBER 2009
ROYAL PLAZA ON SCOTTS HOTEL, SINGAPORE

3RD ANNUAL ASIA PACIFIC

LAW FIRM MANAGEMENT

DELIVERING CRITICAL STRATEGIC BUSINESS INSIGHTS

FEATURING PANEL OF SPEAKERS FROM:

INTERNATIONAL LAW FIRMS

- DEACONS, AUSTRALIA**
Nick Abrahams, Partner and Sydney Chairman
- CLAYTON UTZ, AUSTRALIA**
David Fagan, Chief Executive Partner, National
- CORRS, CHAMBERS & WESTGARTH, AUSTRALIA**
John W.H. Denton, Partner and Chief Executive Officer
- PINSENT MASONS, HONG KONG**
Vincent Connor, Head of Asia Pacific
- DECHERT, HONG KONG**
Basil Hwang, Partner
- WIKBORG REIN**
Stephen W. Fordham, Partner

REGIONAL AND LOCAL LAW FIRMS

- DFDL MEKONG, VIETNAM**
L-Martin Desautels, Regional Managing Partner
- DFDL MEKONG/MEKONG LAW GROUP, THAILAND**
David Doran, Partner, Director Mekong Region
- SHOOK LIN & BOK**
Sarjit Singh Gill, S.C., Partner
- ZUL RAFIQUE & PARTNERS, MALAYSIA**
Wilfred Abraham, Senior Partner/Head of the Arbitration & Alternative Dispute Resolution Practice Group
- HADIPUTRANTO, HADINOTO & PARTNERS, INDONESIA**
(A member firm of Baker & McKenzie International)
Timur Sukirno, Chairman
- SYCIP SALAZAR HERNANDEZ & GATMAITAN, PHILIPPINES**
Llewellyn L. Llanillo, Senior and Managing Partner
- ABDUL RAMAN SAAD & ASSOCIATES, MALAYSIA**
Datuk Dr. Abdul Raman Saad, Managing Partner
- HUTABARAT HALIM & REKAN LAWYERS, INDONESIA**
Pheo M. Hutabarat, Founding Partner
- LUBIS GANIE SUROWIDJOJO, INDONESIA**
Dr. M. Idwan Ganie, Managing Partner

BOUTIQUE LAW FIRMS

- KEYSTONE LAW CORPORATION**
Bryan Tan, Director
- GATEWAY LAW CORPORATION**
Max Ng, Managing Director
- RODGERS & CO SOLICITORS (ASIA)**
Paul Rodgers, Managing Director

CAPITALISING ON IN-HOUSE LEGAL COUNSELS' AND GEN-Y LAWYERS' PERSPECTIVES. HEAR AND DECIDE!

- WORLD SPORT GROUP**
Stephanie McManus
Senior Vice President, Group Legal Advisor
- GE AVIATION**
Sham Sabnani, Counsel, South Asia Pacific
- SYMANTEC ASIA PACIFIC**
Gerard Chan, Senior Director, Regional Counsel Asia Pacific/Japan
- STORM LION**
Benjamin Ang
General Manager and In-House Counsel

- DREW & NAPIER**
Rachel Poon
Associate, Banking and Corporation
- LOVELLS LEE & LEE**
Henny Mardiani, Senior Arbitration Executive
- TAN PENG CHIN**
Gina Tan
Associate, Litigation and Dispute Resolution
- TAN KOK QUAN PARTNERSHIP**
Serene Gan Hui Wen
Associate, Litigation and Dispute Resolution



REGISTER NOW!

WHAT'S NEW IN THIS YEAR'S PROGRAMME!

- More international speakers from 8 Asia Pacific Countries**
Australia, Hong Kong, Singapore, Malaysia, Indonesia, Thailand, Philippines and Vietnam
- 4 roundtable discussions with Managing Partners, In-House Counsels and Gen-Y Lawyers**
- New strategic solutions from law firm leaders and thinkers**
- Comprehensive coverage on law firms of different sizes - International, Regional, Local and Boutique Law Firms**

UNRIVALLED NETWORKING OPPORTUNITIES YOU CANNOT MISS!



- ORGANISED BY:** The Asia Business Forum
- SUPPORTING ORGANISATIONS:** Hong Kong International Arbitration Centre, International Lawyers Network (Special discount to members)
- OFFICIAL MEDIA PARTNERS:** Lawyer, PMA LawNet, Thomson Reuters

For enquiries and registration: Call (65) 6536 8676 or (65) 6536 8437 or visit us at www.abf-asia.com



8:00 REGISTRATION AND MORNING COFFEE

9:00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**



Nick Abrahams
Partner and Sydney Chairman
DEACONS, AUSTRALIA

REGULATORY UPDATES

9:10 **DETERMINING THE IMPLICATIONS OF SINGAPORE'S LEGAL SERVICES SECTOR LIBERALISATION ON THE INDUSTRY LANDSCAPE**



- Updates on Singapore's legal services sector liberalisation
- Assessing the impact of the liberalisation to the higher standard of practices in Singapore
- Licenses for foreign law firms to practice certain areas of Singapore law
- Applications and assessment criteria for the Qualifying Foreign Law Practice (QFLP) licenses

Max Ng, Managing Director
GATEWAY LAW CORPORATION

Max Ng is listed as a leading lawyer in numerous publications, including Legal Who's Who, AsiaLaw Leading Lawyers, Legal Who's Who Singapore (by Asia Legal Business) and The International Who's Who of Business Lawyers 2008. He is the Managing Director of Gateway Law Corporation with offices and associated offices in Singapore, Malaysia and in ASEAN. Max's practice revolves around patent and other IP litigation and enforcement actions. Max also has expertise in licensing, franchising, technology and telecommunications, media and entertainment law.

PROFITABILITY

9:50 **CRISIS – WHAT CRISIS?**



- Gloom and doom everywhere
- If it rains somewhere, it means sunshine somewhere else
- Litigation thriving as is insolvency work so where is the crisis?
- Black clouds on the horizon
- Adopt or die

Paul Rodgers, Managing Director
RODGERS & CO SOLICITORS (ASIA)

Before qualifying as a solicitor in 1989, Paul Rodgers qualified as a Ship's Captain and spent 12 years in the Navy. After two years at Herbert Smith Solicitors building up their newly formed Shipping Department, he joined the shipping litigation department of Watson Farley and Williams where he was promoted to Partner in 1997. Having spent over 13 years of his legal career with large firms, he is well placed to discuss the issues confronting both large and small firms across the world in today's uncertain market.

10:30 MORNING REFRESHMENT AND NETWORKING

10:50 **BUILDING A GREAT LAW FIRM: EVEN IN THE GREAT FINANCIAL CRISIS!**



John W.H. Denton
Partner and Chief Executive Officer
CORRS, CHAMBERS & WESTGARTH, AUSTRALIA

A former diplomat, John Denton is a Board member of the Business Council of Australia and Chair of its Global Engagement Taskforce, and one of three Australian members of the APEC Business Advisory Council. John chairs the Australian Government's Trade and Investment Experts Group on Indonesia, is a board member of the Asia Society and of the Commonwealth Business Council and plays an instrumental role in the Australian American Leadership Dialogue. He is Chairman of the United Nations High Commission for Refugees Australia and is a Harvard Business School alumnus.

11:30 **MANAGING FIRM'S EFFICIENCY FOR MAXIMUM PROFITABILITY DURING ECONOMIC DOWNTURN**



- Assessing the impacts of the current financial crisis on legal industry
- Determining the factors that drive firm's profitability
- Justifying & effectively managing firm's cost of operations
- Strategies to stay afloat in the current competitive market in response to cost and price pressures
- Successfully balancing business development and general firm management
- Benchmarking strategies for firm's profitability measurement
- Preparing the coming upturn: How to achieve efficiencies in firm structure?

David Fagan, Chief Executive Partner, National
CLAYTON UTZ, AUSTRALIA

As Chief Executive Partner, David Fagan has been responsible for the national management and strategic direction of Clayton Utz since July 2001. David has championed Clayton Utz' commitment to pro bono work, which in 2006 saw the firm appoint its first national pro bono partner and provide pro bono legal services worth annually approximately \$10 million, the highest contribution by any Australian law firm. Prior to becoming the Chief Executive Partner, David had 20 years' experience in commercial practice. David was voted by peers as one of Australia's Best Lawyers (2009) in Project Finance and Development.

MANAGING PARTNERS ROUNDTABLE: FEE STRUCTURE

1:20 **REVIEWING THE FEE STRUCTURES FOR LAW FIRMS**



- Understanding the accelerating trends that will alter the structure & operations of law firms due to the credit crisis
- Exploring the new trends of law firm's payment model: Movement from billable hours toward retainers and fixed fees
- Meeting the increasing challenges from clients in getting more value from their lawyers
- How to keep costs in line with the value of the legal services provided, while assuring a fair return to law firms

Moderator:

Nick Abrahams, Partner and Sydney Chairman, DEACONS, AUSTRALIA

Panelists:

David Fagan, Chief Executive Partner, National
CLAYTON UTZ, AUSTRALIA

Datuk Dr. Abdul Raman Saad, Managing Partner
ABDUL RAMAN SAAD & ASSOCIATES, MALAYSIA

Max Ng, Managing Director, GATEWAY LAW CORPORATION

STRATEGIC MARKETING AND BRANDING

1:50 **LEVERAGING ON DIGITAL SPACE TO ENHANCE CORPORATE EXPOSURE**



- Opportunities for law firms using Web 2.0 applications like Facebook, YouTube and MySpace
- Twitter - The real corporate opportunity for firms
- Analysis of the external risks when firms deploy Web 2.0
- Best practice in managing the staff risks arising from Web 2.0, including establishing social networking policies

Nick Abrahams, Partner and Sydney Chairman
DEACONS, AUSTRALIA

Nick Abrahams is the Chairman of the Sydney Office and the national leader of Deacons' Technology, Media & Telecommunications Group. Nick does corporate and commercial work including large scale M&A transactions for a wide cross section of clients. Nick is a corporate and commercial lawyer who is recognised for his breadth of knowledge and understanding of all aspects of technology, media and telecommunications. He regularly advises on IT/IP issues, outsourcing, regulated telecommunications matters and M&A. He received a "highly recommended" mention in the AsiaPacific Legal 500 and was recognised as a "leading lawyer" in Australian Legal Business magazine.

2:30 **ON-LINE MARKETING FOR LOCAL LAW FIRMS**



- Examining various on-line marketing tools and options available to Asian law firms
- Evaluating how these have been implemented successfully or unsuccessfully in a regulated environment
- Future of on-line marketing for law firms around the region in relation to other channels

Bryan Tan, Director
KEYSTONE LAW CORPORATION

Bryan Tan founded Keystone Law Corporation in 2005 and the firm has been ranked as a leading Singapore firm in the fields of IT and Intellectual Property although it has now progressed into other areas. Bryan is also named one of the leading individuals in IT and Telecoms law and is the recipient of the Best Entrepreneur Award - Faculty of Law 2007. Bryan is also ranked in Best Lawyers for Information Technology in Singapore.

3:10 AFTERNOON REFRESHMENT AND NETWORKING

3:30 **LAW FIRM MARKETING: SUCCESSFULLY ESTABLISHING YOUR BRAND IN THE LAW FIRM MARKETPLACE**



- Establishing a distinct reputation to drive your firm's brand differentiation in today's competitive market
- Defining your firm's unique selling points for stronger law firm market positioning
- Translating your practice focus and expertise into clear messages
- Communicating your brand values internally & externally
- Aligning your organisational culture with brand messages and client engagements
- Key considerations in hiring branding consultants who are not from the same discipline

Pheo M. Hutabarat, Founding Partner
HUTABARAT HALIM & REKAN LAWYERS, INDONESIA

Mr. Hutabarat is one of the founding partners of Hutabarat Halim & Rekan and has been acknowledged in the area of practice of commercial dispute resolution by the Asia Pacific Legal 500 for three consecutive years since 2006. His extensive experience in drafting and structuring legal frameworks as well as transaction documents. He has led him to handle various transactional and transnational projects and facilitate various multinational companies that have business and projects in Indonesia.

STRATEGIC PARTNERSHIP

4:10



CROSS-BORDER STRATEGIC ALLIANCES FOR LAW FIRMS TO ACCESS NEW CLIENTS AND BOOST INTERNATIONAL SCOPE

- Strategic partnership as a tool to complement sector expertise and grow geographical practice scope
- Key issues involved in establishing and maintaining a cross-border strategic alliance in legal industry
- Pitfalls to avoid, the future role of strategic cross-border alliances and implications for management
- Effective communication strategies for strategic alliance between local and international firms
- Best practices in managing cultural barriers when implementing a strategic alliance
- Overcoming the commercial issues which each of its clients might face when forming and managing the partnership

Vincent Connor, *Head of Asia Pacific*
PINSENT MASONS, HONG KONG

Vincent has overall management responsibility for Pinsent Masons' businesses in Hong Kong, Beijing, Shanghai and Singapore (in association with M. Pillay) and their wider Asia regional operations including Vietnam. He specialises in contentious construction law, providing clients with strategic advice during projects and representing them in arbitration, mediation & litigation. In addition to his strong reputation for advocacy, Vincent has considerable experience of representing clients in Adjudication under Security of Payment legislation.

4:50



MANAGING STRATEGIC ALLIANCE WITH INTERNATIONAL LAW FIRM

Timur Sukirno, *Chairman*
HADIPUTRANTO, HADINOTO & PARTNERS, INDONESIA
(A member firm of Baker & McKenzie International)

Mr. Sukirno acts as HHP's International Partner and Chairman since 2005 to present. He has advised numerous bankers on various structures and security issues in project-related financing and also has advised foreign investors in Indonesia on joint venturing in a variety of industrial sectors. He has also advised on various complex debt restructurings and bankruptcy/insolvency cases both court sanctioned restructuring plans (suspension of payment) as well as out-of-court debt restructuring.

MANAGING PARTNERS ROUNDTABLE: OUTLOOK

5:30



ASSESSING THE IMPACT OF TODAY'S DISLOCATION IN THE GLOBAL MARKET ON LAW FIRMS AND ITS IMPLICATIONS ON THE CURRENT AND FUTURE OUTLOOKS

- Assessing the new world order for law firms
- How law firms should adapt and thrive in a rapidly changing economic, client and regulatory environments
- How law firms should position themselves to make the most of opportunities presented by the new economic and business environment
- Exploring the opportunities presented by the upheaval in global markets
- Structuring law firm such that it can identify and benefit from opportunities quickly
- Future outlook: What will the law firm look like in 10 years' time?
- Preparing for recovery

Moderator:

Nick Abrahams, *Partner and Sydney Chairman*, **DEACONS, AUSTRALIA**

Panelists:

Stephen W. Fordham, *Partner*, **WIKBORG REIN**

Vincent Connor, *Head of Asia Pacific*, **PINSENT MASONS, HONG KONG**

Paul Rodgers, *Managing Partner*, **RODGERS & CO SOLICITORS (ASIA)**

6.00

END OF DAY ONE

30 SEPTEMBER 2009



Wednesday Day 2

8:30

MORNING COFFEE

9:00

CHAIRPERSON'S WELCOME AND OPENING ADDRESS

Llewellyn L. Llanillo
Senior and Managing Partner
SYCIP SALAZAR HERNANDEZ & GATMAITAN, PHILIPPINES

9:10

SUCCESSFULLY MANAGING LAW FIRMS IN THE EMERGING MARKETS: INDOCHINA CASE STUDY

- Developing in small/niche markets
- Expansion issues in rapidly growing markets

JOINT
PRESENTATION &
CASE STUDY

- Main challenges in developing markets
- One region – One firm, the right model?



L-Martin Desautels, *Regional Managing Partner*
DFDL MEKONG, VIETNAM

L-Martin Desautels is Regional Managing Partner of DFDL Mekong and Head of the Finance, Energy and Infrastructure Practice Group – Martin holds a LLM (London School of Economics). He is a member of the Quebec Bar Association (Canada). His practice covers International Banking, Project Finance and Investment. He speaks English, French & basic Vietnamese and Khme.



David Doran, *Partner, Director Mekong Region*
DFDL MEKONG/MEKONG LAW GROUP, THAILAND

David Doran founded DFDL Mekong in 1994, in Laos, along with three other lawyers. He set up the Firm's office in Phnom Penh in 1995, where he focused on project finance, energy, infrastructure, mergers & acquisitions and property. In 2003, David relocated to Thailand to establish the Firm's Bangkok office, and to supervise major hydropower projects in Laos. He started his legal career in the region in 1992. He is a member of the California and Washington State Bar Associations. He speaks English and French.

CLIENT RETENTION

9:50



CLIENTS RETENTION MANAGEMENT FOR LAW FIRMS

- What do clients mean by value?
- Assessing the complacency needed in light of the predator-like behaviour from your competitors as their revenues diminish
- Delivering the value that clients demand
- Business development trainings and strategic assistance for your best rainmakers
- Tools & confidence for partners to effectively deal with the inevitable fee resistance that accompanies a recession

Basil Hwang, *Partner*
DECHERT, HONG KONG

Basil Hwang is a corporate and securities partner in the Hong Kong office and the head of Dechert's Asia private equity practice. He is also the founding partner of Dechert's Asia practice. Basil's practice is focused on advising on private equity and growth capital investment and divestment transactions in Greater China, and on post-investment restructurings. He also advises on public securities offerings and flotations in Hong Kong and the United States, Hong Kong corporate law and Stock Exchange matters, buyouts and divestitures through trade sales, and financial and securities regulation in Hong Kong.

10:30

MORNING REFRESHMENT AND NETWORKING

10:50



EFFECTIVELY UTILISING PARALEGALS TO INCREASE RETENTION, FIRM PROFITS AND NEW CLIENTS ACQUISITION

- Leveraging the use of paralegals for better client service, attorney retention and increased bottom-line profit
- Discovering new areas, practice specialties and assignment areas for paralegals
- Creating a system for distributing workloads amongst paralegals, associates and attorneys that makes sense for the firm and your clients
- Training for paralegals to help get and keep clients
- Conducting paralegal reviews to improve work performance
- Retention strategy for top performers
- Engaging your paralegals and support staff to move in the same direction

Sarjit Singh Gill, *S.C.*, *Partner*
SHOOK LIN & BOK

Sarjit Singh Gill has been a partner at Shook Lin & Bok since 1984. In June 2003, he was admitted as a Solicitor of England & Wales. Sarjit is Senior Counsel and head of the Banking and Litigation practices in Shook Lin & Bok. He has an extensive practice in litigation, insolvency and restructuring. Sarjit has consistently been identified as one of Singapore's leading insolvency/restructuring practitioners in a number of international publications such as Who's Who Legal, Insolvency & Restructuring and Global Counsel 3000.

LEVERAGING ON KM

11:30



THE IMPORTANCE OF KNOWLEDGE MANAGEMENT (KM) IN LAW FIRMS

- What is NOT KM?
- Why KM?
- How to implement KM in a law firm?
- How does KM add value to your firm?

Wilfred Abraham, *Senior Partner/Head of the Arbitration & Alternative Dispute Resolution Practice Group*
ZUL RAFIQUE & PARTNERS, MALAYSIA

Wilfred Abraham's particular area of practice is alternative dispute resolution, with particular emphasis on arbitration. In the long years of practice that he has registered, he has appeared as counsel and arbitrator in many arbitrations, including arbitrations conducted under the auspices of various bodies such as the International Chamber of Commerce, the FIDIC form as well as the Architects Form of Contract and the KLRC rules as well as the UNCITRAL rules.

12:10

NETWORKING LUNCH

IN-HOUSE COUNSELS ROUNDTABLE

1:40



IMPROVING THE OUTSOURCING EXPERIENCE: KEY CRITERIA FOR IN-HOUSE COUNSELS IN SOURCING EXTERNAL LAWYERS

- Assessing external lawyers' knowledge in particular field or jurisdiction
- Billing & fee structure: Internal vs. external cost comparison
- Meeting client's expectation: Lawyer's proactivity in filling the need or provide solutions to clients
- Service delivery: Complaints handling and 'on time and on budget' work completion
- Lawyer's communication, contract & project management
- Relationship maintenance: How private practitioners can improve client relationships

Moderator:

Llewellyn L. Llanillo, *Senior and Managing Partner*
SYCIP SALAZAR HERNANDEZ & GATMAITAN, PHILIPPINES

Panelists:

Stephanie McManus, *Senior Vice President, Group Legal Advisor*

WORLD SPORT GROUP

Since joining World Sport Group in 2001 Stephanie has worked across all aspects of the Group's business, providing corporate and commercial legal advice. Stephanie manages the Group's legal department and advises on legal issues affecting the exploitation and protection of commercial rights, event management and organisation, broadcast licensing and distribution and dispute resolution.

Sham Sabnani, *Counsel, South Asia Pacific, GE AVIATION*

Sham Sabnani advises and negotiates on Aviation sale and services contracts with most of the major airlines and overhaul facilities in this region. He is also responsible for GE compliance and integrity issues for the Aviation business in the region.

Benjamin Ang, *General Manager and In-House Counsel, STORM LION*

Benjamin Ang is the General Manager and Legal Counsel of publishing company Storm Lion (part of USA-based Radical Comics), where he manages HR, Admin, IT, Finance, and Legal. During this time, he has honed his unique combination of knowledge and experience in Law and Management, serving internal organisations as well as external clients.

Gerard Chan, *Senior Director, Regional Counsel Asia Pacific/Japan*
SYMANTEC ASIA PACIFIC

RISK MANAGEMENT

2:20



RISK MANAGEMENT TO IMPROVE LAW FIRM'S PERFORMANCE AND PROFITABILITY

- Identifying the risks of significant liabilities exposed for law firms
- Defining the roles and responsibilities so that every individual within the practice
- Evaluating your current risk management strategy, systems and policy
- Minimising risk for firms with offices in multiple locations
- Due diligence for law firm practices
- Developing monitoring systems for a more risk-aware culture
- Enforcing reporting mechanisms that encourage rapid "no fault" reporting of circumstances

Stephen W. Fordham, *Partner*
WIKBORG REIN

Stephen Fordham is a partner based in the firm's Singapore office, specialising in asset and project finance, and foreign direct investment (both debt and equity) into the Asia Pacific region. He has spent most of his professional life in Asia, working for an international law firm in both Hong Kong and Bangkok before moving to Singapore in 1983. During his time in Asia, he has worked extensively in the shipping and offshore industry sectors, and has developed in-depth expertise in the structuring of investments in the Asia Pacific region.

STRATEGIC HR MANAGEMENT

3:00



BEST TALENTS RECRUITMENT AND RETENTION

- Sourcing, attracting and recruiting qualified talents
- The purpose of talent management and retention
- The key challenges faced by law firms in their approach to talent management
- How talent management planning policies are linked to overall business strategy
- Training, support and career path
- Providing opportunities/challenge & creating satisfaction
- Understanding generational differences

Dr. M. Idwan Ganie, *Managing Partner*
LUBIS GANIE SUROWIDJOJO, INDONESIA

Dr. Ganie is the Managing Partner of Lubis, Ganie & Surowidjojo and has held this position since 1998. He holds a PhD in Shipping Law from the University of Hamburg. Dr. Ganie is on the panel of arbitrators of the Singapore International Arbitration Centre (SIAC), a Fellow of the Singapore Institute of Arbitrators and Chairman of the Association of Indonesian Antitrust Lawyers.

3:40

AFTERNOON REFRESHMENT AND NETWORKING

4:00



COMPENSATION STRATEGY TO ACCOMMODATE STAR PARTNERS IN THE CURRENT COMPETITIVE BUSINESS LANDSCAPE

- Understanding current lateral market for top management in legal industry
- Assessing the current trends of partner compensation

- Designing compensation system to promote the institution over the individual, with benefits accruing to both
- Assessing the equity and non-equity compensation management for the firm's top tiers
- Fostering a culture that eases the pressure on individuals to keep partners on board even if they could make more elsewhere
- Sustaining both firm's profitability and top partners post firm restructuring

Datuk Dr. Abdul Raman Saad, *Managing Partner*
ABDUL RAMAN SAAD & ASSOCIATES, MALAYSIA

Datuk Dr. Abdul Raman Saad has 30 years of experience in legal practice. He is the co-head of ARSA Lawyers Islamic Finance Law Department and specialises in Islamic Finance, Information Communication Technology Law, Media and Telecommunications, M&A, and Cross-Border transactions. He was selected as one of the leading lawyers in Islamic Finance 2009 by IFN-Islamic Finance News/Redmoney organisation.

SUCCESSION PLANNING

4:40



STRATEGIC SUCCESSION PLANNING TO LAW FIRM'S FUTURE DEVELOPMENT AND CONTINUITY

- Managing the transition process: When and how it begins and who should do it
- Identifying the star talents and strategies to continuously develop and retain them
- Strategies to capture and transfer the skills, experience and market presence to younger lawyers
- Successfully creating both lateral and vertical relationships within the firm
- Strategies in maintaining established client relationships as key senior lawyers retire
- Designing reward systems that support management's efforts in obtaining the desired results

Llewellyn L. Llanillo, *Senior and Managing Partner*
SYCIP SALAZAR HERNANDEZ & GATMAITAN, PHILIPPINES

Llewellyn L. Llanillo was admitted to law practice in the Philippines and New York. He advises and sits on the board of various Philippine corporations. He was the Chair of the firm's Intellectual Property Practice Group from 1981-2005 and has been a member of the Executive Committee since 1985. He joined the firm as an associate in 1970 and made partner in 1975. His areas of expertise include corporate and commercial law, mergers and acquisitions, joint ventures, project finance and intellectual property law.

GEN-Y LAWYERS ROUNDTABLE

5:20



UNDERSTANDING GEN-Y LAWYERS' EXPECTATIONS FROM THEIR EMPLOYERS AMIDST THE ECONOMIC DOWNTURN AND BEYOND

- Reviewing the effects of the current economic downturns for fresh graduates & Gen-Y lawyers in entering the legal sector
- Assessing the general practice of the Practical Law Course cost reimbursement for pupils
- What Gen-Y lawyers look forward from law firms in terms of:
 - ❖ Compensation
 - ❖ Career developments
 - ❖ Perks at work
 - ❖ Exposures
 - ❖ Types of practices/specialisation
 - ❖ Firm culture
- Venturing fresh career with small-&-medium law firms: What future growth Gen-Y lawyers expect from joining these firms
- Challenges for Gen-Y lawyers in finding good law firms to groom them and how they overcome this
- What Gen-Y lawyers would do to compete with senior lawyers in the marketplace

Moderator:

Llewellyn L. Llanillo, *Senior and Managing Partner*
SYCIP SALAZAR HERNANDEZ & GATMAITAN, PHILIPPINES

Panelists:

Henny Mardiani, *Senior Arbitration Executive, LOVELLS LEE & LEE*

Henny Mardiani is a Senior Arbitration Executive in Lovells' Singapore international arbitration practice. Prior to joining the firm, she was Assistant Counsel at the Singapore International Arbitration Centre (SIAC), a position she held for more than three and a half years. She later acted as a consultant for the SIAC, training the new members of its Secretariat.

Rachel Poon, *Associate, Banking and Corporation, DREW & NAPIER*

Rachel Poon graduated in 2007 from the National University of Singapore. She has been with Drew & Napier LLC since pupillage, and presently works as an Associate in its Corporate & Finance Department. Her areas of practice include corporate finance, mergers and acquisitions, capital markets and regulatory work.

Gina Tan, *Associate, Litigation and Dispute Resolution, TAN PENG CHIN*

Gina studied at the Faculty of Law in the National University of Singapore before graduating in 2007. Thereafter, she completed her pupillage with Tan Peng Chin LLC and was admitted as an advocate and solicitor in May 2008. Her areas of practice have since included commercial/corporate litigation, matrimonial law and probate matters.

Serene Gan Hui Wen, *Associate, Litigation and Dispute Resolution*
TAN KOK QUAN PARTNERSHIP

Serene graduated from the National University of Singapore in 2007 and was admitted as an Advocate and Solicitor of the Supreme Court of Singapore in 2008. She is currently an Associate in the Firm's Litigation and Dispute Resolution Department. Her areas of practice include civil and commercial litigation.

6:00

END OF CONFERENCE

SAVE \$400
REGISTER AND PAY BY 29 JULY 2009



STEER YOUR LAW FIRM THROUGH VOLATILE TIMES WITH STRATEGIC BUSINESS INSIGHTS

KEY BENEFITS OF ATTENDING

- ✓ **UNDERSTAND** the impact of the liberalisation on the legal landscape
- ✓ **GAIN** insights on the strategies to achieve greater efficiency and higher profitability
- ✓ **EXAMINE** the strategies to stay afloat in the current competitive market in response to cost and price pressures
- ✓ **ESTABLISH** and maintain a cross-border strategic alliance in legal industry
- ✓ **OVERCOME** the expansion issues in rapidly growing markets
- ✓ **TAP** on the emerging usage of Web 2.0 applications to enhance your corporate exposure
- ✓ **GET** a grip on the future of on-line marketing for law firms in relation to other channels
- ✓ **EVALUATE** and minimise your current risk management strategy, systems and policy
- ✓ **CREATE** a distinct reputation to drive your firm's brand differentiation in today's competitive market
- ✓ **LEVERAGE** the use of paralegals for better client service
- ✓ **LEARN** how KM add value to your firm
- ✓ **IDENTIFY** the star talents and strategies to continuously develop and retain them
- ✓ **DESIGN** reward systems that support management's efforts in obtaining the desired results
- ✓ **MEET, SHARE** and **CONNECT** with the other decision makers in legal industry around the region

The hazy economic outlook has reshaped many businesses, and law firms are no exception. While the legal industry are already facing the need for a change, the crisis has accelerated new trends that are altering the structure and operations of law firm. To stay competitive in the market place, reengineering and restrategising are critical.

Responding to today's challenges faced by law firms, *Asia Business Forum* presents to you the **3RD ANNUAL ASIA PACIFIC LAW FIRM MANAGEMENT 2009**, a carefully researched and structured two-day conference for law firm's leaders and partners with one single aim of determining a sustainable strategy for growth and profitability.

Mark your calendar today and be sure to save your seat at this Conference to gain a wide spectrum of law firm management experience and best practices.

WHY YOU CAN'T AFFORD TO MISS THIS EVENT!

25 INTERNATIONAL SPEAKERS	21 SOLUTIONS-DRIVEN PRESENTATIONS	2 MANAGING PARTNERS ROUNDTABLES
IN-HOUSE LEGAL COUNSELS ROUNDTABLE	GEN-Y LAWYERS ROUNDTABLE	PEER-TO-PEER ADVICE
18 HOURS OF INTERNATIONAL NETWORKING OPPORTUNITIES		

DON'T DELAY, REGISTER NOW!

CONFIRM YOUR SEATS NOW! REGISTER EARLY TO ENJOY SUPER EARLY BIRD SAVINGS & GROUP DISCOUNTS! SIGN UP TODAY FOR THIS EVENT OF THE YEAR!
 Call (65) 6536 8676 or Fax (65) 6536 4356 or email to cs@abf-asia.com

PREVIOUS ATTENDEES:

Millbank, Tweed, Hadley & McCloy Tilleke & Gibbins International Ltd Freshfields Bruckhaus Deringer Deacons Kartini Muljadi & Rekan Wong Partnership International Law & Corp Services Pty Ltd Khattar Wong Thomson Elite International Shook Lin & Bok DFDL Mekong Formosan Brothers Attorneys-at-Law SSEK Attorney General's Chamber Federal Court of Malaysia Hanafiah Ponggawa & Partners State Judiciary Department Judiciary	AP & J Chambers Fox Mandal Afridi & Angell Hill & Associates Risk Consulting Solola & Akpana Reddi & Co Advocates Messrs Tan Leroy & Kannan Budidjaja & Affiliates Lee & Ko Puno & Puno Law Messrs Ainul Azam & Co Siam Premier International Law Office Belo Gozon Elma Parelalunacion & Lucilla BNG Advocate and Solicitor Hutabarat Halim & Rekan Yoon Yang Kim Shin & Yu Posman Kua Aisi Lawyers Carag De Masa & Zaballero Law Offices	BT Partnership Law Firm Bin Shabib & Associate (BSA) LLP Sidek Teoh Wong & Dennis Keystone Law Corporation Abdul Raman Saad & Associates Curbani & Co. Ang & Partners Tan, Oei & Oei LLC KKYAP LawHub LLC Ravindran Associates Mark & Dennis Dewi Soeharto & Maramis Law Partnership Tan Lee & Partners Edmond Pereira & Partners Varghese & Co Legis Point LLC Soemadiprajita & Tahrer Firoze & May LLC Joethy & Co	Rajan Chettiar & Co ARINC Inc Siow Iming & Co Toh Theam Hock & Co Chancery Law Corporation Genesis Law Corporation Surana & Surana International Attorneys Chooi & Company Christian Teo & Associates Sivananthan Amarchand & Mangaldas & Suresh A. Shroff & Co Chee Siah Lee Kee & Partners Bodipalar Ponnudurai Nathan InfoComm Development Authority of Singapore University Science Malaysia And many more!
---	---	---	--

WHO WILL YOU MEET

- CEOs
- COOs
- CHIEF EXECUTIVE PARTNERS
- MANAGING PARTNERS
- MANAGING DIRECTORS
- SENIOR PARTNERS
- TECHNICAL ADVISORS
- COUNTRY MANAGERS
- SOLE PRACTITIONERS
- HEADS OF PRACTICE (DEPARTMENTS)
- LAW FIRM PRACTICE GROUP LEADERS
- LEGAL DIRECTORS
- HR DIRECTORS
- FINANCE AND ACCOUNTING DIRECTORS
- MARKETING AND BUSINESS DEVELOPMENT DIRECTORS/MANAGERS
- CLIENT SERVICES DIRECTORS
- CONSULTANTS

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

This high profile event provides your company with the unique opportunity to capture the interest and influence the decisions of a highly targeted audience. Capitalise on this ideal platform to market your services and form strategic relationships through networking. Sponsorship and Exhibition options include:

- Luncheon • Cocktail Reception • Documentation • Table-Top Display • Promotional Materials

For enquiries, call Christine Tjahjadi
Tel: (65) 6536 8676 or Email: christine.t@abf.com.sg

REGISTRATION FORM

3RD ANNUAL ASIA PACIFIC LAW FIRM MANAGEMENT

29-30 September 2009 • Royal Plaza on Scotts Hotel, Singapore

- Yes! Please register the following delegate(s) for this Conference
(Please photocopy for more delegates)
- I am unable to attend but please put me on your mailing list
- I am interested in Sponsorship/Exhibition Opportunities

I wish to claim special discount as a member of

HKIAC or HCCA or ILN

Membership no. _____ (please fax us your membership card)

Name:(Dr/Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Email: _____

Name:(Dr/Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Email: _____

Approving Manager: _____

Job Title: _____ Department: _____

Email: _____

Company: _____

Address: _____

Tel: _____ Fax: _____

Booking Contact: _____

Email: _____

Nature of Business: _____

Company Web site: _____

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Royal Plaza on Scotts Hotel, Singapore

25 Scotts Road, Singapore 228220

Tel: (65) 6737 7966

Fax: (65) 6737 6646

Website: www.royalplaza.com.sg

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "3RD ANNUAL ASIA PACIFIC LAW FIRM MANAGEMENT". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that hotel rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

FOR OFFICIAL USE

FEE RECEIVED	ADMISSION FORM SENT 2003S/CT/NL
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z EQ	

Copyright © July 2009

5 EASY WAYS TO REGISTER



Telephone: (65) 6536 8676 or (65) 6536 8437



Fax: complete and send this registration form to:
(65) 6536 4356



Mail: this completed form together with payment to:
Asia Business Forum (Singapore) Pte Ltd
3 Raffles Place #08-01 Singapore 048617



Email: cs@abf-asia.com



WEB: <http://www.abf-asia.com>

Your investment for attending this Conference is:

	Regular Fee	Early Bird Fee (If Payment & registration are received by 28 August 2009)	Super Early Bird Fee (If Payment & registration are received by 29 July 2009)
2-Day Conference	S\$2,795 + 7% GST*	S\$2,595 + 7% GST*	S\$2,395 + 7% GST*

Note: *GST is only applicable to Delegates from Singapore.

The fee includes lunch, refreshments and conference documentation.

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

METHODS OF PAYMENT

- Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM (Singapore) PTE LTD** and mail your payment together with this registration to **3 Raffles Place, #08-01, Singapore 048617**. Enclosed is our cheque/draft for S\$ _____
- Overseas delegates may pay by telegraphic transfer into the account of Asia Business Forum (Singapore) Pte Ltd which is: **Account No. 147-070312-001, The Hongkong and Shanghai Banking Corporation Limited, 21 Collyer Quay, #01-01 HSBC Building, Singapore 049320**. Please quote our reference no. **2003S** and your Company's name in your payment instructions.
- Payment by credit card:** To make payment by credit card, please call our customer service hotline at (65) 6536 8676.

Important Notice: Payments are required with registration and must be received prior to the Conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the Conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less S\$300 administration charge will be made for cancellation received in writing on or before **9 September 2009**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.