



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
- 2017 - New joiners – Lebanon, South Africa and Nigeria
- 2019 – New joiners – Sweden and Denmark

Features

- 92 Members in 73 countries
- Effectively a virtual global law firm of over 5,500 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

Practice Groups

- Corporate and M&A
- Dispute Resolution
- IP and Tech
- Employment and HR
- Shipping and Maritime
- Real Estate
- Tax
- Junior Lawyers

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”
- Twitter and LinkedIn
- Members-only Extranet for administration
- ADVOC Limited App both for IOS & Android
- Easy contact with member firms & identify relevant disciplines

Member & Client Meetings

- Member meetings
 - 4 Chapter AGMs a year on rotation between member countries
 - 1 Global meeting every 2 years ('17 Jaipur '19 Moscow '21 Tokyo)
 - Numerous Practice Group meetings
- Several Client-facing meetings annually, including
 - Marine (London, Singapore)
 - Real Estate (Berlin, Milan, Eindhoven)
 - International Business Law Conference (Hong Kong, Bangkok)

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 Chris Ward (Australia)
 - 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 to get a feel of the ethos

<http://www.advoc.com/about/>

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
- Bangladesh
- Belgium
- Bolivia
- Brazil
- Bulgaria
- Cambodia
- Chile
- China
- Colombia
- Costa Rica
- Croatia
- Cyprus
- Denmark
- Dominican Republic
- Ecuador
- England
- 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
- 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

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	Cuatrecasas	Portugal	145
Ashfords	England	546	CVS	France	160
Boels Zanders	Netherlands	100	Jincheng Tongda & Neal Law Firm	China	200
Bratschi	Switzerland	139	MacRoberts	Scotland	120
CBP	Australia	484	Nicholson y Cano	Argentina	155
Cooper Grace Ward	Australia	220	Posse Herrera Ruiz	Colombia	134
Cremades & Calvo-Sotelo	Spain	110	Robison + Cole	USA	224