



GLOBALISING YOUR PRACTICE - OPPORTUNITIES AND CHALLENGES

**Working with international law firms and
international business clients
– top tips for business development**

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Speakers and Moderators

- Moderator:
 - Kimitoshi Yabuki (Japan), Vice-Chair of the IBA's Bar Issues Commission
- Speakers:
 - Dilip Jamnadas, Jamnadas & Associates, Fiji
 - Heilala Tabete, Director, Client Engagement & Business Development, Corney & Lind Lawyers, Australia
 - Lou Hong, Shenzhen Lawyers Association



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Main subjects in this session: Business Development by Law Firms

Part 1: Ask yourself three questions:

1. What is my market?
2. What is my “offer”? What makes it different?
3. What do the clients I want to serve, really want?

Part 2: Take three decisions:

4. What is my international growth strategy?
5. How do I want to position myself in the market?
6. How will I reach new potential clients?



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Topics to be discussed - (1) international business development through comparison with domestic practice

- What kind of assistance do international clients expect from law firms and lawyers in their international business?
- Do international clients prefer to use reputable domestic law firms or international law firms?
- What are the advantages of using domestic law firms or international law firms respectively?
- What are the disadvantages of using domestic law firms or international law firms respectively?



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Topics to be discussed - (2) collaboration between domestic law firms and international law firms

- How can domestic law firms collaborate with international law firms?
 - Work together and information exchange in the market – differentiation of your practice from others
 - Client referrals – how will international clients find your law firm?
 - Training of young lawyers – how will your young lawyers get knowledge and practice in the international legal market



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Topics to be discussed - (3) role of bar association and international lawyers' organization such as the IBA

- Bar association's role in enhancing business development of its members
 - Enforcement of best practice
 - Awareness and empowerment
 - Training of young lawyers
 - Coordination with government
- Role of international lawyers' associations such as the IBA to assist local bars