



NEWSLETTER

for the busy, successful lawyer on the go

Edition 51: December 2013

Message from the FLI Board

Dear Friends,

During 2013, we held exciting general and regional conferences; we welcomed new members and started Practice Groups to gather our strengths.

As 2014 is promising to be, once again, a challenging year in a still troubled economy, we can face our future as a strong and grown-up family, with lawyers in nearly every parts of the world. No matter how numerous we are, where we practice law, let's keep this special relationship between us, this proximity and friendship that is strongly felt by our clients, and makes the difference.

We will all meet again soon in Houston to share our knowledge and experiences.

On behalf of the FLI Board, happy new year to all FLI members and their relatives.



Jérôme Saleur, *Lamy Lexel*, FLI NET Executive Management - France

FLI NET UK – New Opportunities and Challenges

Wragge&Co

Following recent announcement of Wragge & Co.'s (FLI NET UK panel firm) merger discussions with Lawrence Graham, a London City's 200 year old iconic law firm, FLI's principal, Mr. Casares, travelled to London on December 5 – 6, 2013 for a series of meetings with Wragge & Co.'s new managing partner.

The meetings focused on various issues, incl. i) what short- and long-term effects this corporate change will have on its affiliation with FLI and ii) Wragge & Co.'s long-term involvement with First Law International.

What can only be described as extraordinary meetings have laid a fertile ground for promising long-term collaboration with Wragge & Co.

FLI intensifies Practice Groups cooperation

When clients ask - First Law International acts.

After organizing FLI NET's impressive global bandwidth and diverse competences into Practice Groups to provide multinational clients with an integrated platform of service providers at the top of their fields across countries and Continents, FLI has taken pro-active steps to encourage and intensify cooperation among FLI NET Partners through focused Practice Groups meetings.

Following a very successful Data Protection follow-up conference call hosted by Kirsten Whitfield (Wragge & Co.) on October 2nd, 2013, attended by over twenty FLI NET members, FLI welcomed the opportunity to bring together some FLI NET Oil & Gas/Energy partners from:





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- ☞ **Looper Reed & McGraw**
(Mr. J. Wayne Ballew)
FLI NET Partner hosting the 2014 Spring Conference
- ☞ **Wragge & Co.**
(Mr. David Hamlett and Mr. Kieron Dwyer), and
- ☞ **Pels Rijcken & Droogleever Fortuijn**
(Mr. Christian van Megchelen)

to London on December 6th, 2013 for the official kick-off discussion of the Practice Group.

The FLI NET Partners in attendance took the time to understand the strengths of each firm's Oil, Gas & Energy practices, identify synergies, and consider best practices and common opportunities in order to advance the Oil, Gas & Energy Practice Group's aim of generating intra-FLI NET energy projects.

Practice Group focused-meetings such as these not only illustrate FLI's aim at consolidating cross-border core strengths into a powerful service offering but also FLI NET Partners' commitment to render outstanding services through all FLI NET Partners' joint efforts.

FLI NET assists in **global roll-out project**

FLI NET has been asked to assist one of the world-wide leaders in digital printing industry with a corporate global roll-out project.

As part of this process, the client visited FLI HQ in Brussels (and subsequently London) for a series of meetings with FLI NET Partners from Germany (SKW Schwarz), the Netherlands (Pels Rijcken & Droogleever Fortuijn) and UK (Wragge & Co.) to review among other things their individual progress identifying potential target companies either to be acquired or to assume global distribution rights.

The meetings proved elucidating for a number of reasons including further fine-tuning the criteria for profiling the target(s).

Leveraging the newly acquired Intel from the day before, the meetings in the UK proved particularly interesting. Our UK Partners had not only staffed the meetings with a number of individual partners, but also three outside expert consultants representing IT Service Brokers, Capital Markets, and Investment Banking.

At the conclusion of the meetings, the client had the added benefit of FLI's Head of Data Protection, Mrs. Kirsten Whitfield (Director at Wragge & Co.), to cover a number of Privacy issues. Mrs. Whitfield has been asked to provide immediate support in this specialized field of law.





FLI welcomes **SSEK** as its new Indonesian Partner

First Law International is pleased to announce that Soewito Suhardiman Eddymurthy Kardono has joined its global network.

SSEK is an Indonesian law firm based in Jakarta. Established in 1992, SSEK is today one of the largest and most respected independent corporate law firms in Indonesia. SSEK's more than 60 partners, foreign advisors and associates assist multinational and domestic clients across all major practice areas, including corporate/M&A, oil and gas, mining, projects and natural resources, banking and finance, capital markets, labor and employment, real estate, and shipping and logistics.

Indonesia is a rising economic powerhouse that offers numerous opportunities to companies, but it can also be a challenging environment in which to operate. SSEK has the experience and expertise to help companies navigate any legal and regulatory roadblocks. As one client told Chamber & Partners, "This is the firm I instinctively call when I have an Indonesian law question." SSEK and its lawyers regularly receive accolades from leading independent legal publications and professional organizations. Recent honors include:

- Indonesian National Firm of the Year 2013 (Chambers Asia Pacific)
- Indonesian Firm of the Year 2013 (Who's Who Legal)
- Asian-MENA Counsel Firm of the Year 2013
- Top-tier Indonesian M&A Firm 2013 (Asian Legal Business)
- IFLR Asian Restructuring Deal of the Year 2013
- Best Asian Law Firm 2013 (International Legal Alliance)

SSEK is regularly ranked as a top-tier firm across a range of practice areas by Chambers & Partners, IFLR1000 and Asia Pacific Legal 500, and the firm's partners and foreign advisors are regularly recognized for their work.

FLI NET Italy – a key player in EU Food Law area

On December 5th, Mr. Giorgio Rusconi, Partner of Mondini Rusconi (FLI NET Italy) participated in a seminar in Brussels on the topic of *Advertising Food in EU & Neighbouring*. The seminar focused on national peculiarities in regards to food advertising. Hosted by Loyens & Loeff, the even was attended by many in-house counsels, industry representatives, and Food lawyers working at European and national institutions.

On the occasion of the seminar, Mr. Rusconi launched the book "*Advertising Food in Europe – A comparative analysis*," that was written by Mr. Rusconi in collaboration with other experienced food lawyers. In this manual (available in April '14) the Food Law experts cover various national approaches on how food advertising ought to be successfully marketed across the European Economic Area, providing also practical solutions on the national aspects of food advertising in specific jurisdictions.

