



Visit to Yangon Court-Myanmar Mission 2017. Photo: Law Society of Singapore

Lawyers Go Global

Singapore lawyers who want to get a greater share of the legal services pie will need an internationalisation strategy.

Much has already been said about Asia's growth. With ASEAN projected to become the fourth-largest economy by 2050 and China's Belt and Road Initiative expected to cover one-third of global GDP and one-quarter of total global trade in goods and services, demand for legal services will grow. The onus is on Singapore law practices to internationalise in order to get your share.

It is not always easy venturing out. To support your internationalisation efforts the Ministry of Law ("MinLaw"), the Law Society of Singapore ("LawSoc") and International Enterprise Singapore ("IE") have developed a new programme:- "Lawyers Go Global".



About Lawyers Go Global

There are three components under “Lawyers Go Global”:

- overseas mission trips;
- training; and
- branding and marketing.

Overseas Mission Trips

Over the next three years, at least eight mission trips will be organized to bring Singapore lawyers to fast growing regional countries.

- LawSoc will identify markets in which Singapore law practices can establish themselves and capture cross-border deals.
- Up to 35 lawyers will be involved in each mission trip of which at least 50% will be first timers for overseas mission trips.

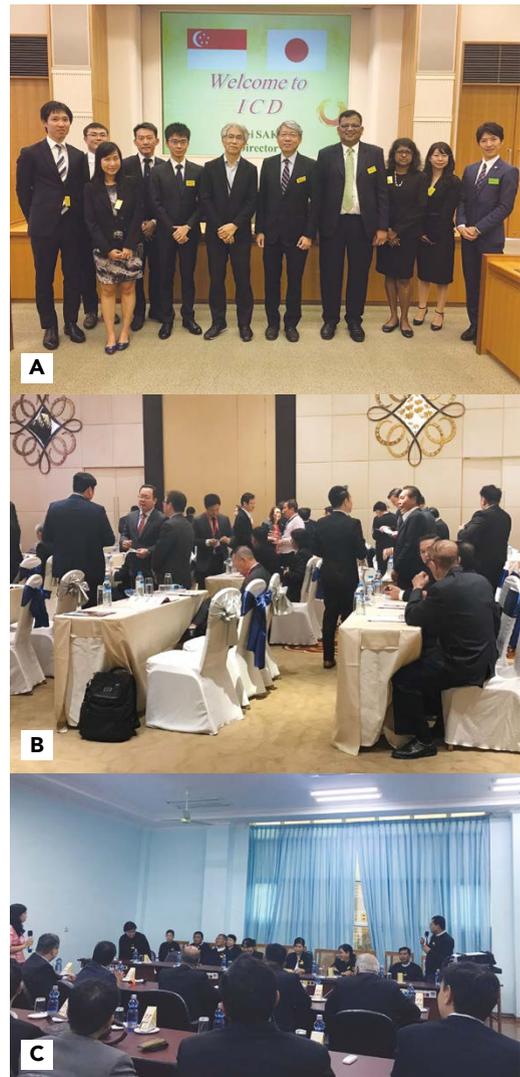
These trips will allow Singapore lawyers to gain a deeper understanding of the regional demand for legal services and business opportunities, and to connect with the local business and legal communities. The mission trips will be a good first step for lawyers interested in the particular market, to give them a sense of the opportunities that are available.

The first mission trip will be in April 2018 to Guangzhou, China. The tentative programme includes briefings on:

- doing business in Guangzhou;
- macroeconomic overview of China and Guangdong;
- visit to the Guangzhou Court, and
- networking sessions with Guangzhou lawyers, companies, and government officials.

Training

The business environment in regional countries is different from doing business in Singapore, and varies from country to country. Hence, training is a key component of “Lawyers Go



A: Visit to Osaka Public Prosecutor Office (Mission to Japan 2016).

B: Participants networking during the workshop segment (Myanmar Mission 2017).

C: Briefing by Yangon Court. (Myanmar Mission 2017).

Photos: Law Society of Singapore

Global". The training sessions will prepare lawyers with the skills and knowhow before they embark on the mission trips. Singapore lawyers can look forward to workshops on:

- the legal regimes, business norms and economic opportunities of specific countries the lawyers are interested;
- networking skills for lawyers; and
- branding strategies for law firms in overseas markets.

Branding and Marketing

You can be the best lawyer or the best firm with the best technical skills, but if clients don't know you, you won't get the work. Singapore law practices need to more actively market their services.

- A 2016 LawSoc study of small and medium-sized practices found that 53% of interviewees had no deliberate business development plans.
- Singapore law practices must have proper business development plans in order to grow their business.
- Branding and marketing will be even more important as law firms internationalise.

Under "Lawyers Go Global", a branding and marketing campaign will be launched with a view to raising the profile of Singapore lawyers and promoting "The Singapore Lawyer" brand.



"Lawyers Go Global" logo



- LawSoc will engage a consultant to conduct a survey to assess the perception of Singapore lawyers in Singapore and overseas markets.
- LawSoc will then work with the selected consultant to develop the brand taking into account the results of the survey and launch the marketing campaign, in different languages, targeting different overseas markets by the end of 2018.

The campaign will include:

- the preparation of collateral materials in different languages for distribution to clients;
- the development and publishing of videos promoting “The Singapore Lawyer” brand; and
- a micro-site on LawSoc’s website to promote the branding of “The Singapore Lawyer”.



Linking expertise with opportunities

On internationalising, Singapore law practices start from a position of strength. Singapore lawyers are well regarded locally and regionally, recognised for their strong technical skills and reputation for quality, honesty and integrity. “Lawyers Go Global” seeks to leverage these strengths and connect Singapore expertise to global opportunities.

I would encourage all Singapore lawyers to participate in “Lawyers Go Global” and carry the Singapore flag around the world.

Singapore lawyers who are interested in participating in “Lawyers Go Global” can contact the Law Society’s secretariat at goglobal@lawsoc.org.sg for more information. ■