Africa/Middle East Regional Meeting

Multinational Law Firms in Africa and the Middle East

GUEST SPEAKER PRESENTATION

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Managing Partner – Middle East

Eversheds LLP

Multinational v Regional

Case Study – Eversheds in the Middle East

Nasser Ali Khasawneh

Managing Partner, Eversheds LLP (Middle East)

Content

- History
- Advantages/Disadvantages of a Small Partnership
- Concerns about a Merger
- Keys to a Successful Merger
- Practical Considerations
- How we made it work
- Eversheds Middle East Today

History

- Khasawneh & Associates founded in Dubai in 2003
- In 2003, Tawfiq Tabbaa visits Iraq to seek business opportunities in this growing market
- In 2004, Tabbaa & Partners established in Amman, Jordan (later re-named Sanad Law Group)
- In 2008, Khasawneh & Associates merges with Sanad Law Group. Regional firm branded “KSLG”. Offices in Dubai, Amman and Baghdad
- In 2009, KSLG enters into to Joint Venture relationship with Al Dhabaan & Partners, Saudi Arabia
- In 2011, KSLG merges with Eversheds LLP and continues joint venture relationship with Al Dhabaan & Partners

Benefits of Small Partnership

- Simpler to operate
- Greater Independence and Control
- Greater sense of shared financial commitment
- Less stakeholders, more profit share
- Quick decision making
- Small Team Culture

Disadvantages of Small Partnership

- Restricted growth
- Less agility and flexibility in times of change
- Fewer resources than larger organisations
- Issues with attracting and retaining talent
- Problems keeping current and being innovative
- Less sustainability during economic downturn

Concerns about a Merger

- Loss of Independence, Control and Culture
- Decrease in “Brand Value”
- Decrease in Equity
- Increased Pressure to meet Performance Targets
- Merger or Acquisition?

Keys to a Successful Merger (1)

- People

- Communication is key

- Differences in opinion or management style may cause potential partners to fail to see eye-to-eye. It is essential that there is mutual respect of opinion and that the partners work together as a team. In reality, tough decisions may have to be made.

- Culture

- the ability to combine two organisations with different cultures requires both planning and a certain level of compromise. Cultural differences can threaten the outcome of a merger.

Keys to a Successful Merger (2)

- Integration

- both parties must combine their efforts and resources and must learn to bring all of the constituent elements of their organisations together

- Clients

- obtain Client buy in and excitement

- access wider client base effectively

Practical Considerations

- Office Space
- Harmonisation of IT, HR and Finance
- Licensing and Name Change
- Branding/Marketing
- Press Announcements
- Communications to Clients

How we made it work

- Shared Values and Culture

- People
- Quality
- Teamwork
- Continuous Improvement

- Mutual Respect amongst Peers/Colleagues

- Sharing Clients and Knowledge

Eversheds Middle East Today

- 3 Years since the merger
- Strength in numbers (112 Employees made up of 78 fee earners and 34 business services staff)
- 7 offices in 5 countries: Dubai, UAE; Abu Dhabi, UAE; Doha, Qatar; Amman, Jordan; Riyadh, KSA; and Baghdad/Erbil, Iraq
- excellent geographical footprint in the region
- Attractive to existing and prospective clients
- Significant progress and major client wins

Thank You

- Questions?

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CAPE TOWN, **SOUTH AFRICA**

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WSG World Services Group

ENSafrica