

Paradigm[®]

INTERNATIONAL SOCIETY OF PRIMERUS LAW FIRMS

SPRING 2018

**President's Podium:
Making Connections**

**Serving Clients Better
by Working Together**

Current Legal Topics:

Asia Pacific

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North America





President's Podium

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Making Connections

Greetings. In this issue of *The Primerus Paradigm*, you will read about some of the many ways Primerus firms work together to better serve clients around the world. This illustrates the unique advantage of a global alliance of top quality small to medium-sized independent law firms working together as friends and partners.

We call upon our members to become active partners in our society – making connections that in the long run will benefit clients. A firm's ultimate success in Primerus boils down to making connections with other members.

More and more clients are recognizing these advantages and choosing Primerus law firms instead of the very large international law firms that have dominated the legal industry for the past 100 years. Their days of domination are numbered, due primarily to the explosive forces of globalization and technology sweeping the planet. These forces have leveled the playing field for the best small and medium-sized law firms that join together in a close alliance like Primerus.

In fact, now more than ever, Primerus represents the way of the future – what I like to call the international law firm of the 21st century. More and more companies around the world, and not just the largest companies, have cross-border needs, creating an overwhelming need to hire attorneys in other countries. Armed with the latest technology, including state-of-the-art video conferencing, as well as many opportunities for members and clients to interact in person at our global events, Primerus makes these cross-border transactions safe and easy.

It did not take a clairvoyant to see the decline of big law coming. A large law firm is still a single entity subject to very serious conflict of interest limitations that inherently limit its size. Since all legal work essentially involves multiple parties in adversarial or conflicting relationships, a single law firm, regardless of size, can essentially represent

only one of them, and maybe none, due to a past relationship that would create a conflict of interest. This limitation does not affect an alliance like Primerus, as our firms remain independent entities and are not impacted by the conflicts of other members of the network.

The experts agree. According to a September 2017 article in *The Lawyer*, "Top 5 predictions for the future of law firm networks," the top global law firm mergers in the past year chose structures similar to those of independent networks like Primerus.

In that article, a panel of experts from some of the world's largest law firm networks reacts to the prediction that "all growing international firms will adopt the law firm network model (to some degree) to manage their global businesses from now on."

Carl Anduri, president of Lex Mundi, is quoted as saying: "All firms with a substantial clientele (not just growing international firms) will, to serve their clients, need to have broad international reach and will therefore become part of



a network of independent firms or form their own network (more formal than a best friends arrangement) of firms with which they work."

For the best small to mid-sized firms around the world, I believe, the answer is Primerus. Primerus calls itself a society and not a network – which are often perceived

as just referral organizations – because it brings so much more to relationships between lawyers and clients, as shown in the article on page 5. We call upon our members to become active partners in our society – making connections that in the long run will benefit clients. A firm's ultimate success in Primerus boils down to making connections with other members.

As one of our esteemed long-time members recently said, paraphrasing the late President John F. Kennedy, Primerus members should ask not what Primerus can do for them, but rather what they can do for Primerus. By asking that question, they are really asking, "What can we do for our clients?"

Primerus faces a future with tremendous potential. We invite you to join us on what will be an exciting journey of growth and making meaningful connections around the world.