

2-Day Conference on

# Best Practices for CORPORATE COUNSEL

Benchmarking Commercial & Legal Developments for Enhanced Business Performance

13 – 14 February 2012, Sheraton Towers, Singapore | 16 - 17 February 2012, Regal Hongkong Hotel, Hong Kong

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## Featuring Cutting-Edge Thoughts & Valuable Insights from:



**Steven Liew**  
Senior Director of  
Government Relations &  
Legal Counsel  
eBay Asia Pacific



**Nan Wang**  
VP & Assistant Regional  
Counsel Asia Pacific  
Marriott International  
Inc.



**Sabrina Maguire**  
Regional Counsel,  
Asia Pacific  
GE Capital



**Gerard Chan**  
Senior Director and Asia  
Regional Counsel  
Symantec



**Deepak Rangoonwala**  
Director, Senior Legal  
Counsel, Asia (ex Japan)  
Deutsche Bank



**Kiat Seng Lee**  
Regional Counsel,  
Legal & Compliance,  
Asia Pacific &  
Middle East  
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**Jane Niven**  
Regional General  
Counsel, Head of Legal  
& Compliance  
Asia Pacific  
Jones Lang LaSalle



**Sharyn Ch'ang**  
Office of the Global  
General Counsel  
PricewaterhouseCoopers



**Benjamin Dornic**  
SVP & General Counsel,  
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**Russell Boltwood**  
EVP & General Counsel  
Transpacific IP



**Ella Betsy Wong**  
General Counsel  
News Corporation,  
Asia



**Jasmine Karimi**  
Senior Corporate Counsel –  
Braiform &  
President – HKCCA



**Colin Tan**  
Company Secretary &  
Legal Manager  
Wilmar International  
Limited



**Edmund J  
Kronenburg**  
Managing Partner  
Braddell Brothers  
LLP



**Marc Waha**  
Partner, Antitrust  
Competition and  
Regulatory Asia  
Norton Rose



**Ai-Leen Lim**  
Partner  
Bird & Bird

## PROGRAMME HIGHLIGHTS:

<b>Counsel in the 21st Century</b>	Designing a forward-looking law department in the midst of global developments & changing regulatory requirements
<b>Legal Department Management</b>	Redefining the roles & functions of your legal department by examining service delivery & cost
<b>Risk Management</b>	Maintaining the balance between risk & commercial vision throughout the organisation
<b>Dispute Management &amp; Litigation</b>	Working with custodians of potentially relevant information to develop a comprehensive litigation strategy
<b>Social Media &amp; Intellectual Property</b>	The role of social media in a company's trademark portfolio management, branding & positioning
<b>Compliance &amp; Corporate Governance</b>	Debating the necessary elements of effective financial & compliance oversight
<b>M&amp;A</b>	Drivers & key issues in inbound & outbound M&A in Asia
<b>Emerging Markets</b>	Overcoming the complexities & pitfalls of FDI into complex/emerging markets like Indonesia, China & India
<b>Outside Counsel</b>	Communicating your objectives to external counsel & monitoring engagement throughout the process
<b>Ethical Issues</b>	Balancing duty to management & board vs. shareholders & stakeholders

## SPECIALLY DEVELOPED FOR:

CEOs, CFOs, Group General Counsel, Regional General Counsel, General Counsel, Assistant General Counsel, Directors of Legal, Heads of Legal, Chief Compliance Officer, Chief Regulatory Officer, Company Secretaries, Corporate Counsel & In-House Counsel from local and regional companies of all major industries

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# How effective is your legal department in adding value to your business?

With increased cross-border transactions and inbound investment opportunities at every corner, in-house lawyers need to constantly ensure that they remain legally astute while commercially-minded, able to anticipate risk throughout the organisation while growing the company's bottom-line. Doubled with forecasts of an imminent double-dip recession, the pressure is on for legal counsel to make the right tactical decisions that will enable the company to thrive in a highly competitive global playing field.

**Can you keep abreast with the latest legislation & challenges in the legal & regional business arena?**  
**Do you want to effectively integrate your legal strategy with your enterprise strategy?**  
**Are you adequately equipped to handle potential contentious claims for and against the company?**

Join us at this two-day conference and gain actionable insights on strategic legal issues with critical business implications like building a forward-looking law department, conducting a litigation fire drill and dealing with recent antitrust & competition issues in Asia. Hear from experienced corporate counsel of leading corporations like **eBay**, **GE Capital**, **PricewaterhouseCoopers**, **Marriott International**, **Symantec**, **Deutsche Bank**, **Jones Lang LaSalle**, **Transpacific IP** and more as they share proven methodologies on pertinent issues like risk management, dispute management, corporate governance and internal investigation.

**Recession-proof your business & build a formidable law department today!**

## Benefits of Attending

- **Reassess** & rethink traditional legal practices in light of current economic challenges
- **Understanding** the pressure points, strategy & objectives of your business to develop a comprehensive legal risk profile
- **Learn** how to effectively conduct a litigation fire drill & organise company-wide response to crisis
- **Uncover** tips on ensuring compliance across the company through cooperation between Audit, Finance & Legal
- **Ensure** maximum long-term benefits to the organisation by optimising partnerships with outside counsel
- **Perfect** your skill of drafting M&A contracts & negotiating global transactions
- **Devise** strategies to mitigate the difficulties of dealing with cross-border litigation
- **Acquire** key lessons on marrying your professional integrity with commercial obligations

## DAY 1

Monday, 13 February 2012, Singapore  
Thursday, 16 February 2012, Hong Kong

**8.00 Registration & Morning Coffee**

**9.00 Chairperson's Welcome & Ice Breaking Session**



**Jane Niven**, Regional General Counsel, Head of Legal & Compliance  
Asia Pacific, **Jones Lang LaSalle**



## COUNSEL IN THE 21<sup>ST</sup> CENTURY

OPENING PANEL

**9.30 Legal Implications of Major Global Developments**

- Prospects for the global economy & its implication on the legal system
- Understanding the impending changes in the business world: How can the region come out stronger in the global economy?
- Making sense of business & regulatory requirements across Asia
- Designing a forward-looking law department in the midst of global developments & changing regulatory requirements
- Asian case studies on reassessing & rethinking traditional working legal practices in light of economic challenges



### Moderators:

**Jane Niven**, Regional General Counsel, Head of Legal & Compliance  
Asia Pacific, **Jones Lang LaSalle (Singapore only)**



**Jasmine Karimi**, Senior Corporate Counsel – Braiform  
& President – HKCCA (Hong Kong only)



### Panellists:

**Sharyn Ch'ang**, Office of the Global General Counsel, **PricewaterhouseCoopers**



**Steven Liew**, Senior Director of Government Relations & Legal Counsel,  
**eBay Asia Pacific (Singapore only)**



**Deepak Ragoonwala**, Director, Senior Legal Counsel, Asia (ex Japan),  
**Deutsche Bank (Singapore only)**



**Benjamin Dornic**, SVP & General Counsel, China, **Lafarge SA**  
(Hong Kong only)



**Ai-Leen Lim**, Partner, **Bird & Bird**  
(Hong Kong only)



**10.30 Morning Refreshments & Networking Break**

## LEGAL DEPARTMENT MANAGEMENT

**11.00 Restructuring In-House Law Department for Greater Success – Insights from eBay**



Singapore



Case study

- How eBay aligned the legal department to CEO's strategic goals & priorities
- Tips from eBay on how to build firm relationships with multi-geographical business managers
- Best practices in building & retaining your in-house team: Developing clearly enunciated values & walking the talk
- Implementing a comprehensive learning & development programme for your in-house legal department
- Succession & Business Continuity Planning – Why you should be thinking about this from day one

**Steven Liew**, Senior Director of Government Relations & Legal Counsel, **eBay Asia Pacific**

Hong Kong

**Legal Department Management – Best Practices from Lafarge SA**



Case study

- How to position your legal department as an essential business partner
- Developing a proactive, hands-on legal function: How Lafarge redefined the role of its in-house legal department
- Building a winning team: Lafarge's global training & development programme for in-house lawyers
- Best practices in building & retaining your in-house legal team for maximum effectiveness

**Benjamin Dornic**, SVP & General Counsel, China, **Lafarge SA**

**12.00 Lunch & Networking Break**

## RISK MANAGEMENT

**1.30 An Inter-Disciplinary Approach to Risk Management – Perspectives from the Commodities Market**

Singapore



Case studies

- Widening and deepening the scope & concept of risk management
- Making sense of the interaction between different kinds of risk & its implications on business
- Working with finance & other business units to develop a multidisciplinary approach to risk
- What is your end goal of risk management? A deeper look into the deliverables of risk management

**Colin Tan**, Company Secretary & Legal Manager, **Wilmar International Limited**

Hong Kong

**Balancing Risks Without Compromising Business Growth – Thoughts for Best Practices**



Case studies

- What is counsel's role in managing risks?
- Set a hierarchy of unacceptable risks: compliance risk, reputational risk, financial risk and operational risk
- Understanding the business strategies to find solutions accordingly
- Coordinate with other business units to reduce risks
- Whose decision to accept risks: Business Unit or Legal?
- Maintaining the balance between minimising risks and maximising profits
- Case studies illustrating best practices of risk management

**Nan Wang**, VP & Assistant Regional Counsel Asia Pacific, **Marriott International Inc.**

To Register: ☎ (65) 6592 7355 📠 (65) 6338 6702 ✉ joyce@conferences.com.sg

## DISPUTE MANAGEMENT & LITIGATION

### 4.30 Handling Internal Investigations & Litigation Proceedings

BraddellBrothers



Case studies

- The A to Z in Litigation Management - Pre-, during & post-litigation
- Internal Investigations - Managing discovery teams, inspecting & collating information for the lawsuit
- Strategies to proactively preserve electronic documents & retain evidence
- Stakeholder management - Working with custodians of relevant information in developing a comprehensive litigation strategy

**Edmund J Kronenburg**, Managing Partner, **Braddell Brothers LLP**

### 3.30 Afternoon Refreshments & Networking Break

## ETHICAL ISSUES

### 4.00 Evaluating the Standards of Your Law Department & Looking Ahead

Panel Discussion

- Evaluating your law department's professional standards manual
- Marrying professional integrity with commercial obligations
- Balancing duty to management & board vs. shareholders/stakeholders
- Steps to effectively capture & preserve legal professional privilege
- Looking beyond the 21st century: Pre-empting & preparing for future ethical dilemmas

**Moderator:**

**Jane Niven**, Regional General Counsel, Head of Legal & Compliance Asia Pacific, **Jones Lang LaSalle**



**Panellists:**

**Edmund J Kronenburg**, Managing Partner, **Braddell Brothers LLP**



**Colin Tan**, Company Secretary & Legal Manager, **Wilmar International Limited (Singapore only)**

**Sabrina Maguire**, Regional Counsel, Asia Pacific, **GE Capital (Hong Kong only)**



**Nan Wang**, VP & Assistant Regional Counsel Asia Pacific, **Marriott International Inc. (Hong Kong only)**



### 5.00 Chairperson's Insights & Analysis of the Day's Proceedings

### 5.10 End of Day One

## DAY 2

Tuesday, 14 February 2012, Singapore  
Friday, 17 February 2012, Hong Kong

### 9.00 Chairperson's Opening Remarks & Interactive Charge-Up Session



**Jane Niven**, Regional General Counsel, Head of Legal & Compliance Asia Pacific, **Jones Lang LaSalle**



## INTELLECTUAL PROPERTY & SOCIAL MEDIA

### 9.30 Developing on Intellectual Property Governance Framework, and Social Media: Friend or Foe to the Corporates?

Joint Presentation



Case study

- How to effectively protect, monetise & leverage your company's intellectual property portfolio
- The do's and don'ts of brand protection in the global market
- The role of social media in a company's trademark portfolio management, branding and brand positioning
- Managing social media content through the development & implementation of effective corporate social networking policies
- Effective measures to safeguard & limit company liability from use of social media
- Addressing trade secrets disclosure, infringement of intellectual property & claims of defamation

**Sharyn Ch'ang**, Office of the Global General Counsel, **PricewaterhouseCoopers**

**Ai-Leen Lim**, Partner, **Bird & Bird**



### 10.30 Morning Refreshments & Networking Break

## CORPORATE GOVERNANCE

### 11.00 Ensuring Corporate Governance & Compliance Across the Organisation – Case study of Jones Lang LaSalle



Case study

- Setting tone from the top – Why the impact of engagement from senior management cannot be underestimated
- Training methodologies from Jones Lang LaSalle on how to ensure that all staff understand the importance of governance
- Ensuring compliance across the company through cooperation – the joint roles of Audit, Finance & Legal
- Keeping up to date with corporate governance policy changes at both a legal and societal level

- Tips on how to prevent complacency - Just because it doesn't happen doesn't mean it won't

**Jane Niven**, Regional General Counsel, Head of Legal & Compliance Asia Pacific, **Jones Lang LaSalle**

### 12.00 Lunch & Networking Break

## OUTSIDE COUNSEL

### 1.30 The Challenges & Opportunities Involved in Working with Outside Counsel

Panel Discussion

- Making the best “bang for your buck”: Determining what gets done in-house or out-house
- Measures to evaluate outside counsel effectiveness
- Managing the costs of outside counsel: Evaluating alternative pricing models, fee arrangements, etc.
- Best practices & tips on innovative outside counsel spending: Assessing requirements for external legal services & managing the relationship in the long run



**Moderator:**

**Gerard Chan**, Senior Director and Asia Regional Counsel, **Symantec**



**Panellists:**

**Ai-Leen Lim**, Partner, **Bird & Bird**



**Sharyn Ch'ang**, Office of the Global General Counsel, **PricewaterhouseCoopers**

### Hong Kong Defining, Monitoring & Recognising Outside Counsel



Case study

- Defining your objectives, priorities and budget when working with outside counsel
- Why knowing the market is important: Case study of a large Japanese/US restructuring project
- How to communicate your objectives to external counsel & monitor the engagement throughout the process
- Realigning your interests with that of external counsel: What to do when things go wrong and how to make it right
- Tips on rewarding and recognising successful representation

**Sabrina Maguire**, Regional Counsel, Asia Pacific, **GE Capital**

## MERGERS & ACQUISITIONS

### 2.30 Best Practices For Successful Mergers & Acquisitions



Case study

- How to best decide upon & find an ideal M&A target
- Negotiating & deciding upon different structural considerations in transaction design
- Choosing the right model in drafting & negotiating term sheets and debating upon the importance of a letter of intent
- The due diligence inquiry: How it fits into the deal making process
- How your company should best approach a definitive agreement & what are the things to avoid
- The good, the bad & the ugly: Dealing with M&A-related employment, labour & environment issues

**Russell Boltwood**, EVP & General Counsel, **Transpacific IP**

### 3.30 Afternoon Refreshments & Networking Break

## EMERGING MARKETS

### 4.00 Maneuvering the Complexities of a Global Marketplace

Panel Discussion



- FDI into emerging/complex markets: What are the legal & regulatory frameworks that foreign investors need to be aware of? Examples from India, China & Indonesia
- Exploring the complexities & pitfalls of dealing with cross-border litigation procedures & strategies to mitigate these difficulties
- Best practices of cross-border M&A in emerging countries: Inbound investment opportunities & challenges
- Regional case studies on dealing with antitrust enforcement & takeover regulations

**Moderator:**

**Marc Waha**, Partner, Antitrust Competition and Regulatory Asia, **Norton Rose**

**Panellists:**

**Russell Boltwood**, EVP & General Counsel, **Transpacific IP**



**Ella Betsy Wong**, General Counsel, **News Corporation, Asia (Hong Kong only)**



**Kiat Seng Lee**, Regional Counsel, Legal & Compliance, Asia Pacific & Middle East, **DaVita (Hong Kong only)**

### 5.00 Chairperson's Insights & Analysis of the Day's Proceedings

### 5.10 Close of Conference

# Best Practices for Corporate Counsel

13 – 14 February 2012, Sheraton Towers, Singapore | 16 – 17 February 2012, Regal Hongkong Hotel, Hong Kong

## 5 Ways to Register or Enquire

- 1 Tel : (65) 6592 7355
- 2 Fax : (65) 6338 6702
- 3 Email : joyce@conferences.com.sg
- 4 Web : www.conferences.com.sg
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Contact Ms Joyce Yip via:

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Conference Fee	Early Bird (Payment Before 13 Jan 12)	Regular (Payment After 13 Jan 12)
2-Day Conference	S\$1,895	S\$2,195

### Important Note

- For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
- Only corporate registrations will be accepted.
- Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
- Early Bird Promotion: Fees will only be valid if payment is received by 13 Jan 2012, after which Regular fees will apply.**
- Full payment is mandatory upon registration for admission to the event.**
- Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
- Fee includes lunch, refreshments and e-documentation.
- The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

### Cancellations & Replacements

A replacement is welcome if you are unable to attend. A refund less 10% administrative charge will be made for cancellation received in writing by **20 Jan 2012**. A 50% refund and a set of conference e-documentation will be given for cancellation received by **3 Feb 2012**. Regrettably, no refund can be made for cancellation received after **3 Feb 2012** or for "no show" participant. You will however receive a set of e-documentation.

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