



asialaw Profiles and Leading Lawyers 2022 Research Webinar

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Outline



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Introduction to asialaw

- ❑ **asialaw** produces comprehensive news, information and rankings analysis of the leading regional and domestic law firms in Asia.
- ❑ Its directory, **asialaw Profiles**, provides up to date information and analysis of law firms in 23 jurisdictions, covering up to 14 sectors and 14 practice areas.
- ❑ Its sister publication, **asialaw Leading Lawyers**, identifies the leading individuals in the region, providing an essential source of information for corporate executives, in-house counsel and anyone seeking legal advice and services.



Key facts about asialaw annual guides

- Published in print and online in October each year – The 26th annual editions of both publications
- Provides editorial analysis of 14 sectors and 14 practice areas in 23 jurisdictions in the region
- Reports on the most important matters, transactions and disputes in the region and provides a succinct and authoritative guide to the leading law firms and some of their key individuals.
- The only guide that focuses exclusively on regional and domestic law firms and lawyers in the region
- Short, targeted questionnaires allow firms to give us information about their work highlights.
- Analysing information along with extensive interviews with practitioners and clients
- Produce ratings of leading law firms and leading lawyers
- Our market leading editorial contains extensive analysis of the key players and deals, as well as quotes from leading clients.

Submission process

To take part in our research simply:

- Download our [RESEARCH FORM](#)
- Complete the form(s)
- Upload them to our [ONLINE SUBMISSIONS HUB](#)
- Please submit your client referees **directly** to our [CLIENT REFEREES PORTAL](#)

THE DEADLINE FOR SUBMISSIONS IS 2 APRIL 2021

If you would like to edit records or re-upload forms after submission, please contact the editor at joanna.yang@euromoneyasia.com. Do not re-submit without prior notice.

Late submission of client referees will not be accepted regardless of any reason.



Submission portal

Upload your submission form

Please select the PRACTICE AREA you are submitting for.

- General business law (for smaller jurisdictions)
- Banking and finance
- Capital markets
- Competition/antitrust
- Construction
- Corporate and M&A
- Dispute resolution
- Intellectual property
- Investment funds
- Labour and employment
- Private equity
- Regulatory
- Restructuring and insolvency
- Tax

Please select the INDUSTRY SECTOR you are submitting for

- Aviation
- Banking and financial services (optional)
- Consumer goods and services (optional)
- Energy
- Industrials and manufacturing (optional)
- Infrastructure
- Insurance
- Materials (optional)
- Media and entertainment
- Mining (optional)
- Oil and gas (optional)
- Pharmaceuticals and life sciences (optional)
- Real estate
- Shipping
- Technology and telecommunications

SUBMISSION GUIDELINES

Research form

- Do NOT use a research form from the previous years as there are adjustments in the research form each year. Download the latest available research form every year.
- Do NOT delete any question or section in our research form. Leave it blank, if you do not wish to provide any specific information.
- All information should be written in English ONLY. Supplemental information can be submitted in the local language upon permission.
- Please include your firm's name and jurisdiction and category when saving your research form. The suggested format is: ***FirmName_Jurisdiction_Category_ALP2022***. For example: ***ABCLawFirm_China_BankingandFinance_ALP2022***.
- Upload it to our online submission portal once completed. **We do not accept submissions via email.**
- Please make sure all your research forms are fully completed and are correct versions. We cannot guarantee any corrections or amendments to what you first submitted will be implemented.

SUBMISSION GUIDELINES

Deal/case highlights

- Examples of the firm's key work in the last 12 months prior to the submission.
- Please mark confidential information in **RED** and indicate clearly if the case is wholly or partially confidential.
- Provide up to 20 case highlights per practice area, listing in order of importance or significance.
- Provide a clear explanation of the firm's roles on the deals and why the deals and cases were complex, innovative or significant.
- Please nominate a maximum of three cases to be considered for the annual award. All the submitted firms will be considered for the Asialaw awards 2021.
- Keep the contents concise and to the point. You may bold some sentences indicating importance. DO NOT use block letters to fill in the submission form.
- If you are unclear about the practice area and industry sector categories, please refer to our [PRACTICE AREA AND SECTOR DEFINITIONS](#).
- Only include work that is relevant to our research on the form (see our 'Ranking categories' section).
- In smaller jurisdictions, **General business law** covers all sectors and practice areas.

SUBMISSION GUIDELINES

Client referees

- There is NO LIMIT on the number of client referees you can submit.
- The portal allows up to 50 referees per submission. If you wish to submit more, you are welcome to submit more than once.
- All client referees that are submitted will be contacted.
- All client information provided will be treated as confidential.
- Only provide referees the firm has advised on work relevant to our ranking categories.
- Only provide referees the firm has advised on relevant work in the 18 months prior to submitting.
- Please **DO NOT** submit multiple times by grouping clients by practice area. Add **ALL** referees to the portal without ANY indication of practice area or lawyers in charge.
- We **ONLY** require client details, nothing else. Everything else will be answered by the clients themselves.
- Make sure to enter a valid email address. If you are not going to provide any email addresses, do not submit.
- We do not accept late submissions for client referees.

Methodology

- **Work evidence**

Work evidence is the decisive factor we use to determine a firm's ranking. For a firm to be ranked, it must have a strong track record of advising on matters relevant to our ranking categories. The same applies to the ratings of individuals; lawyers must have been working on significant deals and cases in some capacity to be rated.

- **Client feedback**

Client feedback is used in support of work evidence when determining a firm's ranking or lawyer's rating. What this means is good feedback alone will not ensure a firm or lawyer is ranked or rated – a firm or individual must be experienced in advising on significant transactional work.

- **Peer feedback**

We conduct a significant number of phone and face-to-face interviews with practitioners, where we ask for feedback on firms and discuss trends. By discussing market trends we are able to gain a better understanding of what the most significant deals and cases in the market have been recently, which helps us assess work submitted to us.

We are a qualitative survey, so while we take deal and case values and volume into account the rankings are not determined solely by these factors.



asialaw **Lawyer Survey**

- During each research cycle, we conduct an online Lawyer Survey of lawyers to get their thoughts and feedback on the firms and lawyers in their markets. All partners and senior lawyers active in work relevant research to our ranking categories are invited to participate.
- Our **Lawyer Survey** is a quick and easy way for lawyers to tell us about their practice and promote their credentials. It is a key factor in helping us determine our *Leading Lawyers* list of ranked lawyers.
- **While the research form focuses on the law firm itself, the lawyer survey focuses on the individual lawyers' specialisms and performances.**
- Do not confuse between the research form and the lawyer survey – it is two different surveys and it has a different target of information. You must fill in both.
- All lawyers active in the relevant research categories are invited to take part.

Research timeline



asialaw Awards 2021

- The awards decisions will be based on the submissions and research for the asialaw Profiles and Leading Lawyers 2022 edition.
- **There is no need for any separate awards submissions. Firms participate in asialaw annual research process will automatically be considered for the awards**

Overall guidance

The awards will be judged according to:

Innovation (Did the advice the firm gave show something more than the straightforward answer that is commonly used?)

Complexity (Did the matter address legal issues that were out of the ordinary and what ingenuity did the firm show to solve them?)

Impact (What impact did the advice have on the client? For example, did it help them take over their biggest rival? Issue equity and debt in a particular market for the first time? Win an unprecedented judgement in court?)

Q&A



Please type your questions into a text box below the screen



We will prioritise questions that were not covered in the presentation and research guidelines



You can download documents and get links – research form, submission and client referees portal, research guidelines



Please provide feedback and rate the webinar at the end



Thanks for your time today!