

IBA Middle East Conference: Law Firms and Clients – working together, now and in the future



the global voice of
the legal profession®

6 March 2023

pre-conference dinner from 1830 – 2130 at the
Amelia, Downtown Dubai

7 March 2023

Conference from 0900 – 1730 at Habtoor Palace Hotel,
Dubai, UAE

*A conference by the IBA Law Firm Management Committee and
supported by the Arab Regional Forum*

Topics include:

- How to address the future to create the law firm of the future
- ESG for law firms and in house legal departments – what does it mean?
- What can big law firms learn from small/medium law firms?
- What is happening in the US and UK legal markets?
- Creating a culture that prioritises People and Profit
- How can we best take care of our People and do we understand generational differences?
- The place of technology now and in the future. Myth v reality.
- The clients speak – we will hear from a panel of leading regional GCs and get their views on the law firm of today and in the future.



Headline conference sponsor



THOMSON REUTERS®

FOR MORE INFORMATION: WWW.IBANET.ORG/CONFERENCE-DETAILS/CONF2334

TO BOOK ONLINE VISIT: [HTTPS://CLOUDME02.INFOFALONS.BIZ/REG/TRIBA23DU/](https://CLOUDME02.INFOFALONS.BIZ/REG/TRIBA23DU/)

Programme

Conference Co-Chairs

Sadiq Jafar *Hadef & Partners, Dubai; Conference Officer, IBA Law Firm Management Committee*
Stephen Revell *Co-Chair IBA Law Firm Management Committee*

Host Committee

Murad Abida *Global Advocacy and Legal Counsel, Dubai*
Geraldine Ahern *Eversheds Sutherland, Abu Dhabi*
Ali Al Aidarous *AlAidarous Advocates and Legal Consultants, Dubai*
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Mahmoud Awad *Kitopi, Dubai*
Ahmad Azzouni *Aujan Group, Dubai*
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David Bligh-Smith *Alshaya Group, Dubai*
Georges El-Hoyek *Pepsi-Cola, Dubai*
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Ramzi Modad *Chalhoub Group, Dubai*
Karl Rogers *Standard Chartered Bank, Dubai*
Dean Stelfox *Dubai South, Dubai*
Dr Hussam Al Talhuni *UAE Ministry of Finance, Dubai*
Jacques Visser *Dubai International Financial Centre Authority, Dubai*
Rick Ward *Emirates Group, Dubai*
David Weir *Jumeirah Group, Dubai*

International Committee

Dr Jalal El Ahdab *Bird and Bird*
Itzik Amiel *THE SWITCH, Amsterdam; Chair, IBA Law Firm Management - Business Development and Marketing Subcommittee*
Eric Baijal *BBM Solicitors, Wick; Vice Chair, IBA Small and Medium Firms Subcommittee*
Zulon Begum *CM Murray, London; Co-Chair, IBA Law Firm Management - ESG Subcommittee*
Michael Burke *Arnall Golden Gregory, Washington DC, District of Columbia; Co-Chair, IBA Law Firm Management - Projects Subcommittee*
Jan Dernestam *Mannheimer Swartling Stockholm; Co-Chair, IBA Law Firm Management Committee*
Martin André Dittmer *Gorissen Federspiel, Copenhagen; IBA LFMC Materials Co-Officer, IBA Law Firm Management Committee*
Hanim Hamzah *KPMG Singapore; Member, IBA Law Firm Management Committee Advisory Board*
Rasem Kamal *Kamal & Associates, Ramallah; Young Lawyers' Committee Liaison Officer, IBA Law Firm Management Committee*
Alan Keep *Bowmans, Johannesburg; African Regional Forum Liaison Officer, IBA Law Firm Management Committee*
Dr Hermann Knott *Kunz Rechtsanwälte, Cologne; Officer, IBA Mediation Committee*
Tahera Mandviwala *TDT Legal, Mumbai; Secretary-Treasurer, IBA Law Firm Management Committee*
Prof Dr Jorg Menzer *Noerr, Bucharest; IBA Secretary-General*
David Patient *Travers Smith, London; Co-Membership Officer, IBA Law Firm Management Committee*
Moray McLaren *Lexington Consultants, Madrid; Chair, IBA Law Firm Management, Talent and Leadership Subcommittee*
Stephen Revell *Co-Chair, IBA Law Firm Management Committee, Singapore*
Rolandas Valiunas *Ellex Legal, Vilnius; Member, IBA Law Firm Management Committee Advisory Board*

Headline social event sponsor

The logo for Taylor Root, featuring a vertical blue bar to the left of the text 'taylor root' in a lowercase, sans-serif font.

Monday 6 March

1900 – 2100 **Pre-Conference dinner**

Amelia Restaurant
[add address here]

Price: 200 USD per person

Tuesday 7 March

0900 – 0915 **Welcome address**

0915 – 1015 **SESSION ONE**

Addressing the future of the law – how to develop and implement a strategy to define your future?

The world is experiencing uncertain times and law firms are subsequently facing rapid changes that impact both them and their clients. Short-term and longer-term strategies are critical. How should law firms and in-house legal departments position themselves? Issues discussed will include:

- improving culture, diversity and inclusion;
- how to stand out ;
- pricing and profitability;
- bricks and mortar or virtual, or blended ;
- winning the war for talent;
- making a social impact;
- use of technology; and
- legal conglomerates or specialist boutiques – what does the future hold?

Moderator

Michael Burke *Arnall Golden Gregory Washington, District of Columbia; Co-Chair, IBA Law Firm Management - Projects Subcommittee*

Speakers

Tim Casben *Gowling WLG, Dubai*

Jan Dernestam *Mannheimer Swartling, Stockholm; Co-Chair, IBA Law Firm Management Committee*

Samer Qudah *Al Tamimi & Company, Dubai*

Roopal Jobanputra *G42, Abu Dhabi*

1015 – 1100 **SESSION TWO**

ESG for all lawyers

Environmental, social and governance (ESG) is a popular topic all over the world. But what does ESG mean for lawyers – both as a practice and as an approach to all that we do? Topics to be discussed include:

- approaches by law firms;
- expectations of in-house counsel for themselves and their law firms;
- the impact of ESG on business;
- pro -bono / societal impact; and
- involving clients in pro -bono.

Moderator

Hanim Hamzah *KPMG, Singapore; Member, IBA Law Firm Management Committee Advisory Board*

Speakers

Zulon Begum *CM Murray, London; Co-Chair, IBA Law Firm Management - ESG Subcommittee*

David Weir *Jumeirah Group, Dubai*

Layla El-Wafi *Standard Chartered Bank, Dubai*

David Hume *Shearman & Sterling, Abu Dhabi*

1100 – 1130 **Coffee break**

Conference dinner sponsors



Tuesday continued

1130 – 1215 **SESSION THREE**

What can Big Law learn from Smaller Law?

This session will debate the differences (and similarities) among a large international law firm, a National Champion law firm and a boutique or small local firm.

Moderator

Eric Baijal *BBM Solicitors, Wick; Vice Chair, IBA Small and Medium Firms Subcommittee*

Speakers

Murad Abida *Global Advocacy and Legal Counsel, Dubai*

Dr Mahmood Hussain *Mahmood Hussain Advocates & Legal Consultancy, Dubai*

Rasem Kamal *Kamal & Associates, Ramallah; Young Lawyers' Committee Liaison Officer, IBA Law Firm Management Committee*

Thomas Wilson *Squire Patton Boggs, Dubai*

1215 – 1300 **SESSION FOUR**

What is happening in the UK and US markets? How does this affect the Middle East region?

The UK and US legal markets are the most influential globally. With this in mind, this session will consider the following topics:

- What dynamics are at play?
- Who will be the winners and losers?
- How is the role of clients changing?
- What do law firms and in-house leaders in the UAE need to know about global market conditions?

Moderator

Sheila Shadmand *Jones Day, Dubai*

Speakers

John Drennan *Saudi Aramco, Dhahran*

David Patient *Travers Smith, London*

Omar Rahman *Dubai Islamic Bank, Dubai; Co-Membership Officer, IBA Law Firm Management Committee*

1300 – 1400 **Lunch**

1400 – 1430 **Keynote address**

What is happening in the legal market of Saudi Arabia?

Keynote speaker

Dr Waleed Al Nuwaiser *WAN & Partners, Riyadh*

1430 – 1515 **SESSION FIVE**

Taking care of our people

People are the most important asset of law firms and in-house legal departments. Are we looking after our people properly given their changing expectations? How can in-house counsel help law firms look after their people? Topics discussed will include:

- changing law firm culture;
- looking after people and their happiness;
- balancing well-being with client demands;
- driving engagement of our people;
- flexibility/ agility;
- attracting and retaining talent;
- office design; and
- technology and infrastructure.

Moderator

Moray McLaren *Lexington Consultants, Madrid, Chair, IBA Law Firm Management - Talent and Leadership Subcommittee*

Speakers

Itzik Amiel *The Switch, Amsterdam; Chair, Law Firm Management - Business Development and Marketing Subcommittee*

Alan Keep *Bowmans, Johannesburg; African Regional Forum Liaison Officer, IBA Law Firm Management Committee*

Vera Kolesnik *Nestle, Dubai*

Alishia Sullivan *Morgan Lewis, Dubai*

1515 – 1530 **FIRESIDE Q&A**

Generational differences

This Q&A will consider the importance and benefit of understanding the mindsets of millennial and 'Gen Z' cohorts in your business.

Speaker

Jonathan Berry *Robert Walters, Dubai*

1530 – 1545 **Coffee break**

Conference dinner sponsors



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Tuesday continued

1545 – 1630 **SESSION SIX**

The place of technology now and in the future: myth versus reality

What are law firms and in-house legal departments doing and what further developments can we expect? Should you be driven by 'fear of missing out' or 'second mover advantage'? Topics discussed will include:

- technology infrastructure;
- cyber security;
- data mining; and
- Where is the greatest return on investment (ROI)?

Moderator

Aeeda Abdulla *Thomson Reuters, Dubai*

Speaker

Mahmoud Awad *Kitopi Catering Services, Dubai*

Jack Berglund *Thomson Reuters, Zurich*

Mahmoud Fadlallah *Akin Gump, Dubai*

Melissa Murray *Bird & Bird, Dubai*

Desiree A Sayde *MAF Retail, Dubai*

1630 – 1730 **SESSION SEVEN**

The clients speak!

It is important to listen to and talk to our clients. Let's hear some key messages from leading in-house counsel. What are the current and future needs of clients? Topics discussed in this session will include:

- optimising relations with law firms;
- changes in future legal needs;
- how can law firms help optimise in-house legal operations; and
- five ways to lose a client.

Moderator

Sadiq Jafar *Hadeef & Partners, Dubai; Conference Officer, IBA Law Firm Management Committee*

Speakers

Ahmad Azzouni *Aujan Group, Dubai*

Anthony Bates *Adidas Emerging Markets, Dubai*

Karl Rogers *Standard Chartered Bank, Dubai*

Laura Thomson *Emirates Water and Electricity Company, Abu Dhabi*

Rick Ward *Emirates Group, Dubai*

1730 – 1745 **Closing remarks**

Information

Date

6 – 7 March 2023

Venue

Habtoor Palace Hotel, Dubai, UAE
Al Habtoor City - Sheikh Zayed Rd
Dubai - United Arab Emirates
Tel: +971 4 435 5555
Web: tinyurl.com/IBA-ME-Hilton

Language

All working sessions and Conference materials will be in English.

The registration for the IBA Middle East Conference will be available at <https://cloudme02.infosalons.biz/reg/TRIBA23DU/>.

Registration Fees:

Conference Registration: US\$250

Optional pre-conference dinner at the Amelia Restaurant on 6 March: US\$210

Details of how to join at www.ibanet.org.

Full payment must be received in order to obtain your Conference documentation.

Participant fees include:

- Attendance at all working sessions
- Lunches on 7 March, tea and coffee during breaks.

Registration confirmation

Upon receipt of your payment for the Conference a confirmation email will be sent. Registration confirmation will not be distributed by post.

Travel arrangements and visas

Participants are responsible for making their own travel arrangements. It is recommended that you check your visa requirements with your local embassy or consulate. We are unable to dispatch visa invitation letters to support your visa application prior to receipt of your registration form and full payment of registration fees. Please apply for your visa in good time.

Hotel accommodation

Habtoor Palace Hotel, Dubai, UAE
Al Habtoor City - Sheikh Zayed Rd
Dubai - United Arab Emirates
Tel: +971 4 435 5555
Web: tinyurl.com/IBA-ME-Hilton

Delegates are responsible for making their accommodation reservations directly with the hotel as well as entering into an agreement with the hotel regarding credit card guarantees, cancellation terms and conditions, and room rates. We cannot accept responsibility for hotel accommodation. Disputes between a delegate and the hotel.

Promotional literature at venue hotel

Please note that no individual or organisation may display or distribute publicity material or other printed material during the conference, unless by prior arrangement with us.

Organisations and companies wishing to discuss promotional opportunities should contact: s.jafar@hadefpartner

The organisers may at any time, with or without giving notice, in their absolute discretion and without giving any reason, cancel or postpone the Conference, change its venue or any of the other published particulars, or withdraw any invitation to attend. In any case, neither the organisers nor any of their officers, employees, agents, members or representatives shall be liable for any loss, liability, damage or expense suffered or incurred by any person, nor will they return any money paid to them in connection with the Conference unless they are satisfied not only that the money in question remains under their control but also that the person who paid it has been unfairly prejudiced (as to which, decision shall be in their sole and unfettered discretion and, when announced, final and conclusive).

Continuing Professional Development/Continuing Legal Education

For Conference delegates from jurisdictions where CPD/CLE is mandatory, the IBA will provide a Certificate of Attendance for the Conference. Subject to CPD/CLE requirements, Conference delegates can use this to obtain the relevant number of hours' accreditation. The number of CPD/CLE hours available may vary depending on the rules applied by the members' bar association/law society on time recording criteria.

A Certificate of Attendance is available to Conference delegates on request. Please ask at the IBA Conference registration desk for information on how to obtain the certificate.

IBA Harassment Policy

IBA conferences provide unrivalled professional development and network-building opportunities for international legal practitioners and their professional associates. The IBA values the participation of every delegate and member of the IBA and wants all attendees to have an enjoyable and fulfilling experience. Accordingly, all Conference attendees are expected to show respect and courtesy to other attendees, IBA staff and those involved with hosting the events throughout the Conference and at all Conference events, receptions, and parties, whether officially organised by the IBA or others. All delegates, guests, attendees, speakers, exhibitors, staff and volunteers at any IBA event are required to conform to the IBA Harassment Policy.

See www.ibanet.org/iba-harassment-policy



International Bar Association

the global voice of the legal profession

The International Bar Association (IBA), established in 1947, is the world's leading organisation of international legal practitioners, bar associations, law firms and law societies.

The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 80,000 individual lawyers and more than 190 bar associations and law societies spanning over 170 countries.

Inspired by the vision of the United Nations, the IBA was founded in the same spirit, just before the Universal Declaration of Human Rights was proclaimed in 1948.

The IBA covers all practice areas and professional interests, providing members with access to leading experts and up-to date information, enabling them to better represent their clients' interests.

Through its various committees, fora and task forces, the IBA facilitates the exchange of information and views among its members as to laws, practices and professional responsibilities relating to the practice of law around the globe.

IBA Law Firm Management Committee

The Committee's diverse membership is drawn from the profession around the world and from firms of all sizes and areas of practice.

The Committee pursues its mission through a number of activities including the annual IBA conference at which the Committee regularly offers a wide range of sessions addressing current top-of-mind issues; regional conferences, generally in coordination with the IBA's regional fora, which address current law firm management issues of regional interest; webinar programs; e-bulletins; and our publications and other material accessible to members on our website.

Once you join the Committee, you may actively contribute to its work by:

- Joining one of the Committee's five subcommittees: Strategy and Finance; Business Development and Marketing; Talent and Leadership; Knowledge Management and IT; or Small and Medium Firms;
- Contributing to Law Firm Management publications including the e-bulletins; and
- More generally, sharing your own know-how while learning from others and participating actively at IBA conferences and the committee events and initiatives including its webinars.

Arab Regional Forum

The Arab Regional Forum provides lawyers active in, or with an interest in the region, with a means to establish contact and exchange information with each other. A particular focus of interest is the continuing economic importance of the region, including reconstruction and investment projects following peace initiatives.

Contact information

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