



A&L Goodbody

Innovative approach, successful engagement with China

A&L Goodbody is an award winning firm and continues to be successful and experienced in offering innovative advice on international business matters and regularly advises on investments into and out of Ireland, cross-border transactions and complex international transactions.

In 2010, A&L Goodbody established a Chinese Lawyer's Programme, the first and only of its kind in Ireland, with a number of the top independent business law firms, companies and universities in China. Irish Prime Minister Enda Kenny who launched the programme in China commented;

"This programme has the potential to take the business relationship between China and Ireland to a new plane in its development of a professional network which will benefit both countries."

By developing its knowledge of the business environment in China through

the Programme, A&L Goodbody has a deep understanding of China's legal and business environment - a benefit to anyone engaged in Irish-Sino business. The firm's Programme is proving a huge success in developing A&L Goodbody as the "go to" Irish law firm for providing advice and support to Chinese companies exploring business or investment opportunities in Ireland as well as Irish and international clients in relation to their Chinese business interests. Also and most importantly the Programme is succeeding in building recognition and awareness of "Brand Ireland" in China. A&L Goodbody's Managing Partner, Julian Yarr, said that;

"Investment into Ireland is a key driver in the recovery of the Irish economy and this initiative continues to be a key part of the firm's strategic international growth."

Since launching the Programme the firm



has seen a steady increase in its Chinese client base with particular growth in clients seeking advice in aviation finance and corporate matters. The Programme's emphasis on mutual investment and co-operation is a key component to its success and reflects the partnership model preferred by Chinese business in approaching new markets.

A&L Goodbody has strong working relationships with many of the top law firms, universities, State and privately owned enterprises in China. The firm has established a broad and exclusive network of advisors who assist clients with Chinese business issues. A very popular aspect of the Programme involves the Chinese lawyers working on placement directly with our Irish clients to assist them with developing their business in China and this has proved to be a very valuable experience for our clients. With more and more Irish clients looking to the Chinese market to expand their business, the ability to gain the insight and perspective directly from our Chinese lawyers has given our clients a distinct advantage.

To date, over 40 Chinese lawyers have spent up to six months in the firm's Dublin office, assisting clients while lawyers from A&L Goodbody have gained experience

working on secondment in the offices of Chinese law firms. Marie O'Brien, Partner and Head of the Firm's Chinese Lawyer's Programme said:

"The A&L Goodbody Chinese Lawyer's Programme allows the firm to further develop its knowledge and understanding of Chinese business culture. In a practical context we learn how best to progress transactions efficiently in China's legal, governmental and regulatory environment whilst simultaneously building robust relationships which is a key driver to successful engagement with China."

The potential for growth in business between Ireland and China is strong and A&L Goodbody is committed to its investment in the China Programme to ensure that its Irish and Chinese clients can benefit from its insight, experience and network. If you are interested in learning more about the A&L Goodbody Chinese Lawyer's Programme please contact Marie O'Brien, Head of A&L Goodbody's Chinese Lawyer's Programme.

www.algoodbody.com/china

A&L Goodbody

