



مجموعة المستشارين القانونيين بدبي
DUBAI CORPORATE
COUNSEL GROUP

Sharp Legal Brands Middle East Survey

Is your Legal Department being overcharged by your external advisors or are their rates in line with the market? This issue, among other important questions, will be addressed on 19 February 2009 when the Dubai Corporate Counsel Group hosts a seminar to present the results of the first ever available data in the Middle East, based on extensive market research & interviews undertaken in 2008, with buyers of legal services. The London-based legal services market research firm Acritas will present the results of its 'Sharp Legal Brands Middle East Survey' on Thursday, 19 Feb. 2009 from 8:30 AM to 10:30 AM at a breakfast seminar at the Shangri-La Hotel on Sheikh Zayed Road. This event is being offered to a corporate counsel only on a complimentary basis, and spaces will be allocated strictly on a first-come, first-served basis to those who e-mail their RSVP in advance. Experts in the market of international legal services, Acritas completed more than 2,600 interviews in 2008 with Purchasers of legal services in 11 countries. They will focus on the Middle East results in this presentation with reference to global results.

The Middle East survey results will address critical market issues, such as:

- Average hourly rates paid for partners in most used firms –
- Anticipated change in legal spend by type of firm
- Pricing models – what is most commonly used and what will be the trend in the next year
- Law firm performance – strengths/weaknesses and satisfaction levels
- Buyer behaviour – use of panels, directories, procurement functions

Some of the initial research results that be presented and discussed further include:

- 27% of senior legal buyers are expecting a decrease in their legal spend over the next 12 months
- 40% are anticipating a downturn in their business
- Lower fees and better value for money are the two most mentioned areas that general counsel will be pushing their law firms for over the next year, in addition many are predicting increased competition between firms
- 46% of legal buyers interviewed state that fixed fees are their preferred billing method

If you wish to attend this valuable, one-time presentation, please RSVP at the earliest to Mrs. Ella Mae Powell at: admin@dccg.org