

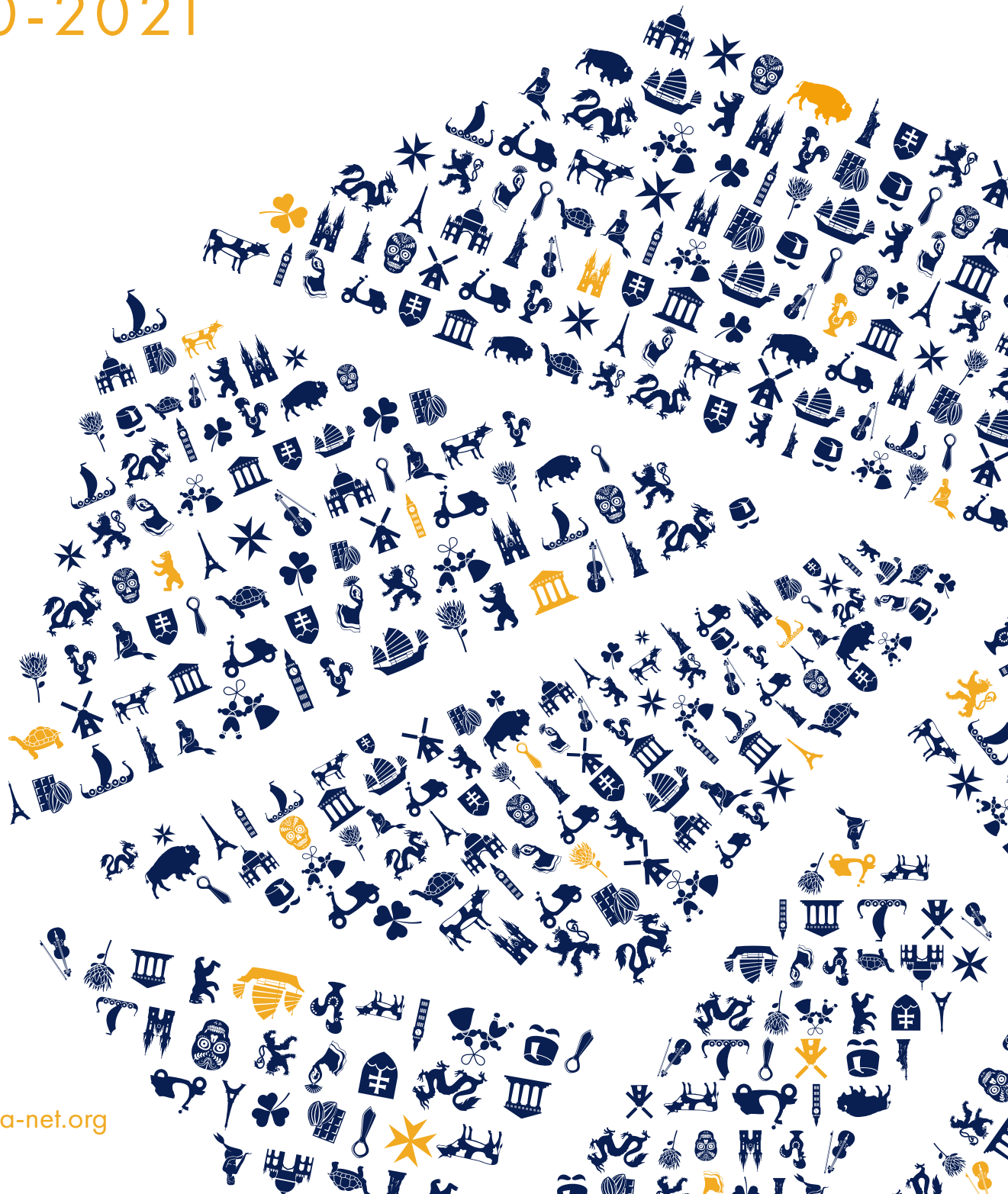


PANGAENET

INTERNATIONAL NETWORK OF INDEPENDENT LAW FIRMS

# ANNUAL REPORT

2020-2021





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BY JENS FÖRDERER

# A note from the chairman

Dear friends and colleagues,

What a start it has been into 2020...

...with this mind-blowing AGM in India - my head is full of joy when I think of the time we had in Delhi and Agra. A great thank you and a big applause one more time to Pankaj and his team from ILG India!

And what a dramatic shift it took as of March...

I still remember us receiving Yusong Du's email telling us last February that he would not be able to make it to the AGM due to the virus situation in China. We were all saddened not to see him, but I think no one of us that attended the AGM in Delhi would have expected that, only 3 weeks later, the entire world went into shut-down mode...

What a year this second year of my term as Chairman has been! My fair guess is that it was a challenging year for all of us, both from a professional and personal point of view. Then again, when the first lockdown here in France forced me to stay at home with my girls, I WAS able to enjoy it, considering that these privileged family moments might not come back all to quickly after the end of the pandemic.

So it was a challenge but at the same time enriching – let's hope that this is how we remember these pandemic times. By the way, did I tell you that my home office desk was my ironing board?



The arrival of the pandemic gave us the opportunity to prove that we can live up to the standards set by myself in my foreword to last year's Annual Report (isn't it fantastic to auto-quote oneself? Then again, you might not know this feeling, it's a true privilege of a Chairman or king or alike):

« So let's be a professional family, taking care of each other (...) »

and we from the Board immediately tried to create a close link between member firms by organizing our first « share your experience » zoom calls. It felt good to see all of you and I do hope it showed you all that you're not alone.

To sum up, I guess all of you will have stories to tell about this crazy year 2020.

You may remember that I have fixed a five-point program of objectives which I wanted to focus on during my tenure. Don't worry, I don't expect a bonus when those objectives are fulfilled (but a crown would be nice).

On the next page, you will find below some kind of status report.



## 1 Financial plan

As you know, during the AGM in Delhi, we have introduced a new fee model (which we have not fully implemented yet due to the pandemics). We are confident that, backed with more financial power, it will be easier to boost this network even further.

## 2 Understanding what's going on

The referral tracker turns out to be a quite effective tool in order to assert that this network is very much alive. Please have a look at the figures on pages 10-11. We are currently thinking of simplifying the tracking system and will revert to you once we've come up with something suitable (and better). If you have any suggestions, well, please let us know! As to the Practice Groups, I know that not meeting physically is not ideal.

However, I have seen that most of the Practice Groups (PG) have e-met or will e-meet soon and I think we will reignite the fire here once the pandemic has softened and travelling will be possible again. I consider this of particular importance for our new members.

This year, we will also witness the birth of a Tax PG as well as the rebirth of the Intellectual Property PG!

## 3 Brand Awareness

This is more or less still a construction site and we will try to improve on this level. But please don't forget that the best ambassadors of our network are our clients and we ourselves - so please do not stop promoting the network in your day-to-day business routine.

Also, I think it's important to continue to have our respective communication and business development teams meet and create ideas. Remember: Brand awareness starts within your firms!

## 4 Expansion

In 2020, Pangea Net has grown again and we are happy to welcome four new members:



MAQS  
from Sweden



Michael Kyprianou  
from Greece



Serra Lopez Cortes Martins  
from Portugal



AVL Abogados  
from Ecuador

Welcome to Pangea Net!



Two (relatively!) sad news:

1. We cannot welcome our new members personally at this year's AGM and our new members will have to wait until 2022 to understand why we think the AGM's are the pulse of our network.

2. France is no longer one of our exceptions to the « one firm per jurisdiction » rule, which is remarkable firstly, because it's a very unfrench thing not to constitute an exception anymore and, secondly, because we didn't lose a member - KGA and Wenner simply « joined forces » (they must have listened very carefully when Valegis requested us all to « join forces » back at the 2019 edition of our AGM in Amsterdam). Congratulations to both firms and welcome klein • wenner (see more on page xxx) (did I just congratulate myself? guess I must have become a bit schizophrenic ever since I took over the Chairman office...).

Today, we are covering 29 jurisdictions, tendency rising. And we will continue with our mantra not to grow for growth' sake. If you ever come across high quality firms in jurisdictions where we are not located yet, just mention Pangea Net and see whether there's an interest or not.





BY JENS FÖRDERER

# A note from the chairman

## 5 Tangible Member Benefits

### Law Firm Management

In this respect, I think we have made some interesting progress this year. On the one hand, based on the success of our zoom calls in the first half of 2020, we started with our Law Firm Management Webinar series in October 2020.

The feedback was very positive and there are a lot of topics to cover. Please don't hesitate to contact us if you have some concrete insight suggestions or training needs.

### PangeaNeXt

The "PangeaNeXt" concept is a lot more than a concept now since a proactive group of associates have been meeting frequently over the last months.

The board of PangeaNeXt (by the way, thanks to Dick Deventer, Sandra Wong, Razvan Miutescu and Oliver Fritschi - and their firms) for your enthusiasm and dynamics) have come up with a lot of ideas over the last months.

Let's make sure that the news regarding the existence of PangeaNeXt is well spread throughout your firms. It must be our goal to have associates from more than 10/15 firms attending such meetings. So, please, talk about PangeaNeXt internally. I still believe that PangeaNeXt can be a great argument for you all in the race for talents. For more information about PangeaNeXt, see page [20](#).

### Cost synergies

We from the Board believe that it should be possible to use our size when negotiating with suppliers of all kinds, but in particular with Legal Tech providers. For instance, I have been in touch with Docu Sign recently and they have confirmed that they are willing to discuss a Pangea Net membership rebate. In the near future, we will reach out to you in order to see who would be interested in subscribing such service and we will continue to identify other international Legal Tech providers in the discussions with which our « size » could matter.

« Making progress in achieving these objectives would not be possible without a great team. »



While I have to write this foreword alone, I never act alone since I have my fellow Board members at my side. I think this is the right moment to thank Nils Wigglinghaus, Horacio Ayuso, Søren Stig Langløkke Hansen and Ryan Harrison and our Network Operating Officer Alexia Colson-Duparchy for their efforts over the last year. It has not only been very interesting to work with you but also a lot of fun. With effect as of this year's e-AGM, Horacio and Ryan will leave the Board. Thank you so much for your efforts throughout the years.

## Now let's look ahead!

In a few weeks, we will all meet virtually at our e-AGM. It was a very painful decision to postpone the physical AGM in Poland to 2022, but the situation today proves us right: We couldn't have had a proper AGM under the current circumstances. By the way: thanks for your honest replies to our survey we organized in this respect. We really needed your feedback to take this decision and it felt good being supported by all of you.

See you all very soon.

Best,


Jens,  
CHAIRMAN & GLOBAL AMBASSADOR




# Membership overview




4 NEW MEMBERS




MAQS  
from Sweden



Michael Kyprianou  
from Greece



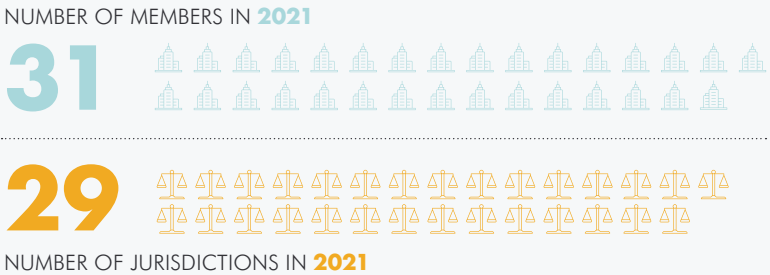
Serra Lopez Cortes Martins  
from Portugal



AVL Abogados  
from Ecuador

1 DEPARTING MEMBER

Hayabusa from Japan





# Referral Tracker

The results are in... how does the network work during a pandemic? How does business travel if no one else can? How will we be able to produce even better numbers next time?

Dear fellow network members,

I am sure you have asked yourself at least one of these questions. As for our network's business flow, Covid does not seem to have so much of a brake. As you can see from the numbers: the network is alive, business is flowing. To us as a board – this comes at no surprise. We learn every day that the network is working and referrals are flowing across the globe.

But you also see: we have room to improve – improve the business flow but even more so: improve how we measure it, because we now that the system we're using here is just for a transition phase – it is not complete, nor is it reliable or provides more than a rough overview. We know that several members have problems reporting their referrals but in the end – we need to solve this. Also to show prospective new members that the network is working. However, the results show: we have nothing to hide. And in German there is a saying: « Tue Gutes – und rede darüber » – « Do something good and talk about it! ».

I know how hard it is to make all lawyers in a firm report their referrals and we need to come up with a better system. Do you have an idea how to accomplish this? Please – let us know. We've got some of our own but we're eager to hear from you. Also – please let us know if you know a firm not yet a member of our network that has international clients and delivers high-quality legal work – that's the basis of it all. And the quality of the legal work of the receiving firm of 4.8 in the average is outstanding and it shows that we can entrust our clients to one another.

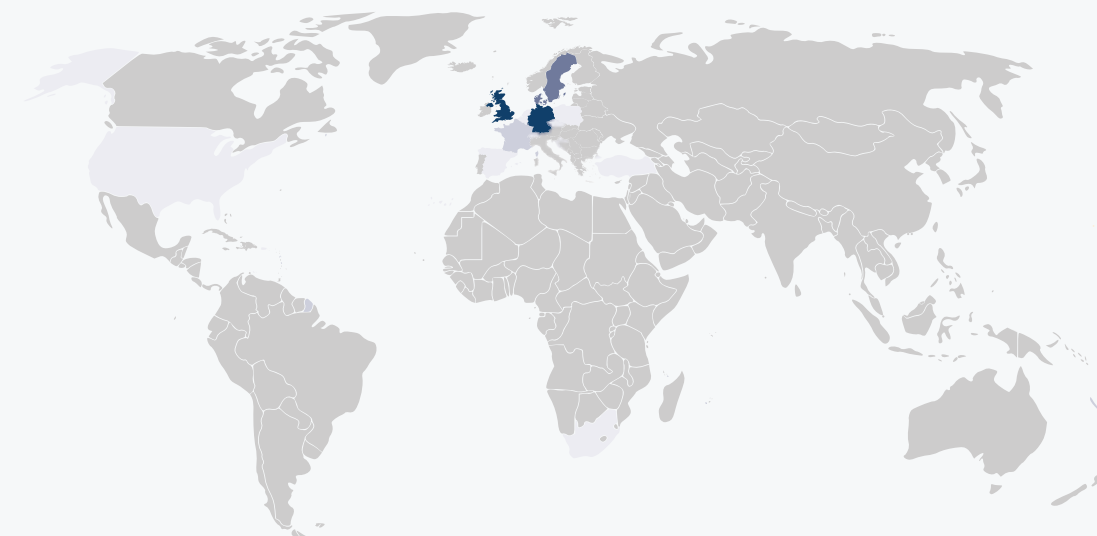
Regards,

**Nils**  
DEPUTY CHAIRMAN  
& AGM DIRECTOR



## Inbound (referred) member firms

Total entries : 147



>20% 10-20% 5-10% >5%

### Top areas

Total entries : 147

25,9%



Corporate

18,4%



Commercial

13,6%



Employment

8,8%



IP & Data

6,1%



Litigation / Arbitration

## Estimated fees generated (EUR) for this year

Total entries : 148



>10.000 EUR



5.000 - 10.000 EUR



1.000 - 5.000 EUR



< 1.000 EUR

## Type of work

Total entries : 147



85%

Transactions / legal work



5,4%

Request for proposals



1,4%

Pitch

## Average quality of the legal work accomplished by referred firms in 2020 according to clients

Total entries : 147



4,8/5





AGM 2020 - BEHIND-THE-SCENES

# Memories from India 2020







BY HORACIO AYUSO

# A few words from a departing Director

**My dear friends and fellow members,**

**After 4 years serving as Network Growth & Membership director on the Board, it is a pleasure to share a few words with you all.**

I am honored and thrilled to have served this network and I look forward to supporting my successor and this wonderful network in its entirety as an active member as we continue maneuvering through this ever-changing business environment.

3 lessons learned for me:

## 1 Having the opportunity to share ideas with the current Board is a priceless, enriching experience.

Our monthly catch up calls (2 hours each at least - on a Friday! *Some of them about to have a beer and myself an early cup of coffee*) offer a place where we swap ideas and actions plans for this network, but also proved to be a place where we get to talk about our respective businesses, our struggles and wins. All these hours spent alongside my fellow directors enriched

my experience as a founding partner for my own firm, as a leader, a manager, a colleague. Especially welcome when navigating a somewhat challenging year. I initially joined a Board with another 4 directors, I am now leaving richer with 4 more friends and business comrades.

## 2 Being the only non-European member on the Board gives you an edge!

First you're always forgiven if you happen to show up late on a Board catch up call, because let's face it: time zones do not work in my favor! Jokes aside, being non-European provided me with an angle that was sought after when running an international network with a polycentric ambition. Thinking out of the box (i.e., Europe) and bringing an outside perspective added 50 cents to the conversation.

Seeing the strategic benefits provided by a multicontinental Board, it has been decided to formalize that at least one Board member should be non-EU based.

## 3 Trying to bring Latin America into the network proved to be challenging.

This was one my key objectives for my time on the Board, and it feels like I could use a couple more years to bring it to the level of the vision that I have in mind. The addition to the membership of our friends at Marimon (Spain) and AVL Abogados (Ecuador) shows that we're headed in the right direction. But I know that there's more than can be achieved to create a strong, dynamic geographic-centric zone.

Finally, I would like to congratulate and offer my sincere thanks to my fellow Board members for their tireless effort and strong leadership through a challenging, yet exciting and successful year for Pangea Net.



Due to the global pandemic, we have been reminded once again that continuing to invest time, manpower and resources in our network is crucial to the long-term success of our common goals. It is necessary that we continue the strategic thinking process and ask ourselves who we are as an organization and how we can improve by working together as members. Let's keep pushing the borders further while maintaining the high standards and humanities that make us stand out as a network.

Thank you for your support and your trust throughout the past 4 years. In order to respect our new Board tradition started in Amsterdam during the 2019 AGM, I am now passing on the Relay to my non-EU successor!

Sincerely,

**Horacio,**  
EX-NETWORK GROWTH &  
MEMBERSHIP DIRECTOR





PROGRAM - HERE, THERE... & EVERYWHERE

# 2021 Annual General Meeting

Friday June 11<sup>th</sup>

## Welcome

- 16:00** (CET) A word of welcome
- 16:10** Pangea nostalgic trip... 2020 AGM in Delhi

## Part 1: Formalities

- 16h15** Budget presentation
- 16h25** Election of new board members
- 16h35** A word from our departing board members and our new board members
- 16h45** 18 months of referrals tracking: overview & steps forward and Q&A
- 17h15** e-Coffee Break

## Part 2: Round Table: From Struggling to Thriving

- 17h30** An open-heart and solution-focused conversation moderated by **Sandra Fillaudeau**, work-life balance consultant, founder of Conscious Cultures and host of *Les Equilibristes* podcast with :
- **Declan Vaughan**, People Director, Browne Jacobson
  - **Jan-Hendrik Burger**, former Magic Circle lawyer, burn-out «survivor», Advisor & Facilitator for Project Finance renewables transactions in Sub-Saharan Africa
- 18h15** Q&A
- 18h30** e-Coffee Break (3 e-breakout rooms available with the Round Table speakers)

## Part 3: Social gathering

- 19h00** « Letting loose hour »: wherever you're based, this is the time to let loose and woo us with your local delights while enjoying some background ambiance (music, videos and pictures welcome!). Get creative as we will be voting for our most creative « ambiance designer »!
- 19h30** Official welcome of our new members
- 19h40** Spotlight Firm interview
- 19h50** Pangea NeXt – an update
- 19h55** Pangea AGM June 2022 - presentation
- 20h00** End of program
- Bonus** FIFA Fun!







## BUSINESS DEVELOPMENT TIPS

# 3 ways to boost clients communication in 2021 - Quality not Quantity!

by Alexia Colson-Duparchy  
Business Development consultant & PangeaNet Network Operating Officer

## 1 Is your content used to its full potential?

Think of ways you can make your content easily accessible in all forms and formats:

- Repurpose content from your webinars, round tables, videos and podcasts episodes and turn it into written articles, quotes for your website, citations, social media posts, short videos and more!
- Transform your audio content to writing. This simple trick of repurposing your video content as a transcribed text will maximize your visibility in Google searches (SEO), help your reach more people, and be more inclusive for people who are not in a condition to consume your content in one format or the other (hearing impaired, etc). You can use audio transcription software solutions such as Descript or Trint.
- Rip the audio from your webinars and use it to create podcast episodes.

## 2 Do you offer valuable takeaways?

While in-depth articles will always be of value to your clients, you should also offer a « digest » version of it on your social media, mailing list and website. These posts should be easy to read offer practical giveaways. Great posts include key summaries from events, highlights from publishes articles, quick tips.

Also, remember to make the content you have just create it widely available! Share it with your colleagues and contacts,ask them to share it with their own relevant contacts, post it onyour LinkedIn page and make the content easily available on your website.

## 3 Is your client's perspective your key concern when writing your insights?

As with everything in your firm: you clients' best interest are at the heart of your communication strategy. So as you start preparing a great piece of content, ask yourself the following questions:

- Is the subject line clear (and attractive!)?
- What is of most interest to my client in reading this communication?
- Is my content easily digestible by a non-lawyer or non-academic?
- What is the impact of my piece of content from my ideal client's perspective?
- Does my content offer a practical, actionable solution?



## INSIGHTS - PRACTICE GROUPS

# Practice Groups activity reports

## Corporate

The Corporate Practice Group (CPG), which spans 25 jurisdictions, last met in person on 20 February 2020 at the Pangea AGM in India. The meeting provided an opportunity to re-engage with a number of the Group's marketing initiatives and to discuss client marketing ideas and opportunities. Whilst the CPG's scheduled practice meeting in London on 27 June 2020 had to be cancelled owing to the Coronavirus, the Group has still managed to stay in touch virtually over the last 12 months via Zoom.

The CPG also arranged another virtual catch-up meeting in April this year where it: (i) shared learning experiences arising from the pandemic (ii) provided market updates across the various member jurisdictions and (iii) discussed how the Group can collaborate more effectively through the use of technology.

## Transaction highlights

Although it has been a challenging year due to the pandemic, the CPG has continued to collaborate on some great projects and members of the CPG have reported a continuous stream of instructions from local and international clients. A selection of transaction highlights involving the CPG are as follows:

- Advised Puregym (the UK's leading no frills fitness chain) on its acquisition of Fitness World based in Denmark, Switzerland and Poland (Browne Jacobson, Probst Partner and Babiczak, Skrocki i Wspólnicy)
- Advised Fitness World AS on the disposal of its Polish subsidiary to ABC Medcover Holdings BV (Browne Jacobson and Babiczak, Skrocki i Wspólnicy)
- Advised MI Hub AA Corp. on its acquisition of Affinity Specialty Apparel Inc. (based in the US) from PNC Bank (Browne Jacobson and Whiteford, Taylor & Preston)
- Advised HSBC on its debt funding of Key Assets Group whose security net extended across multiple jurisdiction including UK and Republic of Ireland (Browne Jacobson and DFMG Solicitors)

- Advised CYBG and HSBC on a refinancing and agency switch relating to loan facilities with Heathcotes, which required a Spanish legal opinion (Browne Jacobson, Marimon Abagados)
- Advised on the acquisition of Ocean Yacht Systems for BSI A/S Group based in Denmark (Andersen Partners, Browne Jacobson)
- Advised a Family office on the acquisition of three significant wind farm portfolios in France and Sweden (klein • wanner and MAQS)
- Advised a French investor on a post-closing litigation with the seller of shares in a German GmbH (klein • wanner and Brandi)

These collaborations demonstrate the strength of the relationships across the member firms and the continued effort to work together to develop the practice group, even in these challenging times.







## INSIGHTS - PRACTICE GROUPS

### Practice Groups activity reports

#### Pangea NeXt

A success story for the Group has been the launch of its exciting Pangea NeXt initiative. Following the successful senior associate workshop in London in 2018 and the junior lawyers' program at the 2019 AGM, the next generation of leaders of Pangea Net came together to form Pangea NeXt in 2020. The committee currently consists of Dick van Deventer (from Valegis), Sandra Wong (from Browne Jacobson), Razvan Miutescu (from Whiteford, Taylor & Preston) and Oliver Fritschi (from Probst Partner). The key objectives of Pangea NeXt are:

- to strengthen and secure the long-term relationship between the member firms; and
- to use it as a platform for knowledge-sharing and development of legal and soft skills amongst the Pangea NeXt members.

To date, the committee has organised two virtual Pangea NeXt conferences which have been well attended and received by the various member firms. Members were able to share their insights on the legal issues affecting various jurisdictions at the start of the pandemic during the first conference. During the second conference, members had a chance to « let their hair down » and took part in a quiz hosted by a very merry quiz master (which certainly lifted a few spirits!) shortly before Christmas.

#### DI&CL

The Data, Information and Cyber Law practice group (DI&CL), which spans 22 members from 16 jurisdictions, last met in person in January of 2020. This was the opportunity set course for a proactive and awareness building attitude, when we agreed to produce 2 volumes of newsletter per year and set an editorial structure to do so.

Our cross-border editorial cooperation was a success as our first Newsletter (GDPR 2 years down the road) was sent to our clients and key contacts in May, and we published the second volume dedicated to AdTech in November.

Sharing our knowledge and expertise naturally fits our spirit as a team, but it would make no sense to publish newsletters if no information about us were to be made available to our prospects! With this in mind, we prepared a brochure showcasing our group, its members and strengths.

2021 will see the release of at least 2 industry-focused newsletters:

- one devoted to GDPR enforcement across the EU with an aim to provide our non-EU colleagues with handy tools for their clients to get a basic yet sharp overview of the situation; and
- one devoted to pioneering in block chain expertise.

We seek to further bolster our cooperation and insight sharing with the organization of bi-monthly online roundtables to fully bring to life an idea of one stop shop provision of legal services across our different jurisdictions.

#### Employment Law

The Employment practice group continued its activity over the past year.

We could see that the collaboration across borders increases year over year with some interested cases involving France, Spain, Portugal and Poland.

Currently, the group is counting 33 members from 19 different firms and 17 different countries. We are especially happy that members from MAQS (Sweden), Marimon (Spain) and SLCM (Portugal) joined the group during the past exercise.

Unfortunately, the current situation did not allow us to meet in person as usual. We therefore organised an online meeting that was held in November 2020.

The aim of the meeting was to catch up and to exchange how the different countries are coping with the crisis. Bénédicte Viot de La Batie of Browne Jacobson held also a presentation regarding the new immigration system in the UK, applicable since 1 January 2021. A special thanks goes to her and Raymond Silverstein for setting this up.



At the end of the session, it was agreed that the group will meet again online in spring 2021. We will then discuss the implementation of a newsletter.

Our next meeting in person could take place in December 2021 in Amsterdam. Many thanks to Reinier Wolters from VALEGIS for volunteering to host.





## INSIGHTS - PRACTICE GROUPS

### Practice Groups activity reports

#### International Arbitration

The International Arbitration practice group and its members were very involved in international industry specific-events over 2020-2021 :

Wenner participated in the [2020 Hannover Dispute Resolution Day, organized by BRANDI \(Sven Hasenstab\) on 27th February 2020 at the Leibniz Universität Hannover](#). We spoke about the relation between enforcement of arbitral awards and setting aside proceedings in France and the following days saw 34 teams from universities around the world competing and preparing for the 27th Willem C. Vis International Commercial Arbitration Moot in Vienna, the latter being unfortunately cancelled in 2020 due to health concerns.

We also organized a Webinar « Resolving disputes through virtual meetings in the covid-19 era: Chinese and French/European perspectives » on 22<sup>nd</sup> September 2020 in collaboration with CIETAC as part of the China Arbitration Week 2020. The webinar was moderated by Wenner and included two panels, the first about « Arbitration and Mediation: virtual meetings and other technological solutions », the second concerning « Issues arising from virtual meetings: best practices and overcoming legal challenges ». Speakers were from KGA, CIETAX, FCI Arb and CEDR and the Sorbonne University.

Lawyers from our practice group will also be leading arbitration events planned over the next few months:

1. Paris Arbitration Week (28 June – 02 July 2021): Each year, one of the most important events in the arbitration world is organized in Paris by Paris Home of International Arbitration, the ICC International Court of Arbitration, the « Comité Français de l'Arbitrage » and the « Association Française d'Arbitrage ». KGA and Wenner are currently preparing a proposal for an event during the [Paris arbitration week](#) (virtual or with physical presence, depending on the covid situation) and will invite other members of the Pangea network to join forces in this event.

2. VIVA Technology (16 - 19 June 2021): The [VivaTech](#) fair is the biggest startup and tech event in Europe and represents a unique venue to promote Pangea arbitration competences to potential unicorns. Wenner and KGA have already participated in this fair in the past and organized a challenge for startups to create further visibility. It is still uncertain how the conditions of the fair will be like (probably reduced on-premises plus virtual experiences) and we are currently discussing with the organizers a potential event.

3. Vis International Commercial Arbitration Moot 2022. Nothing beats the real thing, so we hope that the Vis Moot in Vienna will take place on premises so that we are able to host an event of the Pangea Arbitration group there.



One of the goals for the group is to zoom on the specific area of arbitration in Africa, where klein • wenner has a long experience and an impressive track record. This would be an interesting subject for other Pangea members as clients and prospects from their respective jurisdiction are seeking business opportunities across Africa and need adequate dispute resolution solutions.

#### Real Estate

The Real Estate Practice Group was founded at the AGM in the fall of 2018 and is therefore a relatively young group.

It consists of 22 lawyers from 15 different countries around the world. The majority of the members come from Europe and Asia. Thematically, the group covers law of tenancy, project developments, real estate transactions and construction and architectural law. Not all members of the group cover the entire range of topics dealt with in the group. In some cases, members have specializations within real estate law.

After a successful first weekend of just the Real Estate Practice Group in Barcelona in 2019, where the group exchanged ideas for the diverse areas of real estate law in their respective countries, we had planned another meeting for the fall of 2020 in Milan, Italy. During this meeting in Italy, a handout was to be prepared that would present the diverse areas of

the Real Estate Group in each member country. Unfortunately, due to the Corona pandemic, the joint meeting had to be cancelled. However, we hope to be able to catch up with the meeting in November 2021.

In the meantime, the Real Estate Practice Group held a longer video conference in mid-April 2021. During this video conference, it was discussed whether to make a new attempt at a joint meeting. Secondly, members outlined the different solutions that each country has found in the real estate sector to mitigate the impact of the Corona pandemic on the real estate sector.





## SOCIAL MEDIA FOR LAW FIRMS

# Should your firm be active on Clubhouse?

by Alexia Colson-Duparchy  
Business Development consultant & PangeaNet Network Operating Officer

**Clubhouse App, the minimalistic audio-only exclusive new social media platform is creating a buzz in 2021. But is it worth your time?**

Think of TED Talk, LinkedIn, YouTube, Facebook, Instagram, TikTok, all the podcasts and learning platforms you fancy combined in one. Without the cooking videos or pictures of kittens. Clubhouse is where every type of high-profile business icons and celebrities intersect at the moment. How can lawyers and law firms join and use its features effectively?

### How does Clubhouse work?


In the midst of COVID-19 restrictions, many networking events had to be postponed, canceled or transformed. Clubhouse came along to fill the gaps by acting as an innovative new place to connect, share and network.


Clubhouse offers an opportunity for « real » conversations between people. Although the chatting takes place in a virtual room, these conversation clubs feel more genuine than conversing through email or text messaging.

Clubhouse members create a « chatroom » which is open for anyone to join, dropping in and out as they choose. A member can schedule a chatroom in advance or create one instantly. When a member initiates a chatroom, that individual becomes the moderator by default, taking the « stage ». When others join and desire to speak, they can raise a hand to request to be brought onto the virtual stage, or they can continue to simply engage as a silent listener.

Already proving to be a busy place, Clubhouse has many chatrooms centered around a large variety of topics. One way to think of Clubhouse is like a live talk show or podcast where the public can be involved.

### What makes is so buzz-worthy?

 **It's exclusive:** Clubhouse holds an exclusivity that people find alluring. Clubhouse is currently in beta stage, and membership is by invitation only. It is expected to be open to the general public sometime in the future. The app is available solely to iPhone users, but there are plans to open it up to Android users.

 **It's audio centered:** Clubhouse is an audio-only medium, which makes it unique amongst a forest of visually-intensive social media platforms. The moderator makes the rules, and once the chat ends it vanishes. Unrecorded.



The choice is yours: Clubhouse can function as a formal seminar with Q&A, as a networking event, or similar to a radio show.

### Spot the big names

Because of its current exclusive nature, Clubhouse draws high-profile people. You can get easy access to a virtual party with entrepreneurs, famous entertainers and alike, knowing that you can connect personally and professionally with them in the same online room.

### How lawyers can use Clubhouse?

When law firms link up with Clubhouse, it is a surprisingly good fit and a great addition to an already established LinkedIn presence.

The audio format at the core of Clubhouse is suitable for lawyers, who often work this way. Clubhouse can help lawyers share their insight, invite guest speakers, showcase their expertise and generate new leads.

Some examples?

- You can promote your firm and team of lawyers by hosting free open forums at virtually no costs, with other users accessing your chatroom and asking questions.
- You could join a chat that relates to your practice area, providing comments and spending time on the stage sharing your input.
- You could host bi-monthly Q&A on our practice.
- You could offer to create a virtual legal aid clinic on a quarterly basis.



SPOTLIGHT - KLEIN • WENNER

# So long, KGA Avocats and Wenner. Hello, klein • wenner

## It's official!

Long-standing partners KGA Avocats and Wenner and Pangea Net members have now joined forces to form a new, independent and multicultural firm ready to support its clients (and team of talents) better than ever.

### Q - A few months in, what is your first reaction when thinking of the creation of your new structure?

Michèle Dauvois (MD): What strikes me is that although our strategy and ambition for klein • wenner is resolutely forward-looking, it's obvious that the humanist values and universal convictions instilled by our « founding fathers » Theo Klein and Wolfgang Wenner are very much at the heart of the way we work and behave ourselves.

Jean-François Davené (JFD): Absolutely! The imprint of these charismatic and visionary men is still very present. You see it on a daily basis within the teams and the way they handle their missions and interact amongst themselves. And interestingly it started way before the actual birth of klein • wenner. During the whole preparatory process of observation and then during the negotiation phase already, both firms' members were transparent, open minded, non-confrontational and welcoming. Confident in the future, in a way. I would say that the best way to qualify these first months is « smooth sailing ». Which wasn't obvious considering the restrictions imposed by the current global sanitary crisis!

### Q - What role did Pangea play in your merger, if any?

JFD: Crucial! Pangea Net was the petri dish that made klein • wenner even possible. It offered a structure where over a stretch of a few years we managed to get acquainted on a personal and professional basis. Through the network's referrals and recurring events we were in a safe environment that allowed us – and encouraged us- to get to know each other and assess each other's quality of work, standards, ambition.

MD: In a way, we were in a best-friends situation from the outset thanks to the set-up offered by the Pangea Net network. Throughout the years, the teams got to know each other on all levels, partners, associates and support staff. We got to work, collaborate and create friendships. That's fairly unique.

JFD: To be quite honest, when at Wenner we initially heard that another French firm was looking to join Pangea Net a few years back, we were a bit miffed. I guess that we feared that the network's members might feel confused and embarrassed by this unusual situation and that it generates some stupid competition between KGA and us. And then we quickly realized that we were not in a position of competition, but rather collaboration. We had comparable values and expectations, and complementary areas of expertise.



MD: In a complex market such as ours, if you want to not just survive but thrive as an independent law firm and offer your clients the best services and your lawyers an exciting future, then you need to get creative. And team up with the right people. I believe that this is exactly what we've accomplished here.

### Q - What motivated you to move forward with the creation of this common structure? Was best-friend status not enough?

JFD: At Wenner, we were torn between staying the great law firm that we were all these years - ideal clients relationships, great team spirits, almost no turn over in our staff, rewarding work environment - and getting our firm ready for the next steps on a tight market. When this opportunity with KGA started materializing, we decided to seize it as we knew deep down that we had to take an active part in growing strategically our firm with the right partner. And not be in a static position and wait for the market to impose growth on us, in a way that could have been detrimental to our values.

MD: I completely second what Jean-François just said. Our very concerns and expectations regarding this evolution were very similar.



## QUICK FACTS

1963: **Wenner** is founded in Paris by Wolfgang Wenner

1978: **KGA Avocats** is founded by Théo Klein

2009: **Wenner** joins Pangea Net

2010: **KGA** joins Pangea Net

2021: **Merger** as klein • wenner

Numbers: **45+** multicultural & multilingual lawyers

Head Office: 1





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**Q - Any reactions from your clients regarding this first step towards a merger, which sounds like a revolution for your 50 years old firms?**

MD: I only get encouraging feedback from our clients. They get that klein • wanner gives them access to a wider range of services and we are in position to support them on all their projects. Our clients are very international in their mentality and in their business so our strong multiculturalism and multilingualism combined with a warm, human-scale approach sets up apart.

JFD: So far, it's been really supportive. I believe that our clients love seeing that their legal advisors are more than lawyers! We are also business oriented, forward thinking. Strategist, in a way.

**Q - By way of conclusion, any advice you'd like to share with our Pangea colleagues and beyond who might be considering a similar step with their own business?**

JFD: Think about your team members, your talents. You're doing this strategic move to create a stronger business case and strengthen your firm, but your pool of talents is the heart of your business. So they have to fully understand and support the project, and not feel threatened by it. It might take time and pedagogy but show them what benefits they'll get from this up leveling and make sure that you deliver on your promise! For example: can you create an internal training system that will benefit them and their career advancement? Are you adding more roadblock or simplifying their career advancement? Are you creating exciting alternatives to the holy grail that is partnership track?

MD: And think of your clients! How will this evolution contribute to the growth of their own business in terms of support in the context of their economic and technological changes and the evolution of the law? Show them the benefits clearly. Make the expertise and insights of your pool of talents easily available to them: participation in working groups, access to your expert articles, access conferences, etc. Be a strong presence that they can rely on.



## KEYS CONTACTS



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Our website: [www.kleinwanner.eu](http://www.kleinwanner.eu)

SAVE THE DATES

**AGM 2022**

Poznan, June 2022

**Pangea @ IBA**

Miami

30 October - 4 November 2022



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