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JUSTICE

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TRADE &
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UK Legal Services on the International Stage: Underpinning growth and stability

Foreword

As a government we recognise the importance of the UK's legal services sector and the excellent reputation its legal services providers have at home and abroad.

The sector contributed £20.9 billion to the UK economy in 2011, £4bn of this derived from exports. It is important that we consolidate the UK's international standing in what is becoming an increasingly competitive field.

The effective delivery of legal services, as well as fair and efficient legal systems underpins economic growth and stability both at home and abroad. Effective legal services can result in a multiplier effect, supporting economic growth and UK businesses overseas. They can also support wider stability by fostering the rule of law internationally for the benefit of businesses and individuals.

Following the publication of the *Plan for Growth: Promoting the UK's Legal Services Sector*, published in May 2011, Government has worked closely with the Law Society of England and Wales, the Bar Council of England and Wales and TheCityUK to promote the UK's legal services offer abroad. This has been a success and it is now important that we maintain the momentum and explore new ways in which we can promote our legal services internationally.

This action plan, UK Legal Services on the International Stage: Underpinning growth and stability, seeks to build on the Plan for Growth to promote further the use of UK legal services and the role of effective legal services more widely on the international stage. In addition it seeks to ensure that all the UK's jurisdictions are promoted. This will, and has involved working with the Law Society of Scotland, the Faculty of Advocates, the Scottish Arbitration Centre, the Law Society of Northern Ireland and the Bar Council of Northern Ireland.

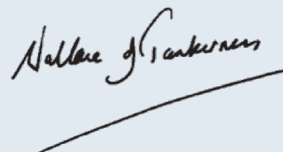
This document sets out a blueprint for the next steps, presenting a series of actions and milestones for both the UK Government and our partners in this work.



Chris Grayling
Lord Chancellor
Secretary of State
for Justice



Lord Green
Minister for Trade
& Investment



Lord Wallace
HM Advocate
General for Scotland



Hugo Swire
Minister of State
at the Foreign and
Commonwealth Office

The Promotion of UK Legal Services: the story so far

The *Plan for Growth: Promoting the UK's Legal Services Sector* was a joint document published by UK Trade and Investment (UKTI) and The Ministry of Justice in May 2011. This set out 11 action points for how Government and the legal sector would work together to promote the UK as a centre of legal excellence both at home and abroad. A progress report is included as an Annex.

Following the *Plan for Growth*, UK Government has taken a more proactive role in promoting legal services as a sector key to UK economic growth, with UKTI and Foreign Office in-country representatives playing a critical role in hosting events and promoting the UK's legal services offer.

These joint efforts resulted in a series of activities, including showcasing the strengths of the UK's legal services in Russia, Brazil, India, Singapore, China, South Korea and Turkey to name but a few. In addition the Unlocking Disputes campaign, which focused on promoting London's role as a global centre for dispute resolution was launched to coincide with the opening of the Rolls building.

The case studies included within this document give a taste of the achievements to date. As a result of this work legal services professionals, government officials and Ministers from a number of key markets are better aware of the UK's legal services offer and of the benefits of market liberalisation and building business links. Embassy officials at all levels, including commercial and prosperity officers, now have better tools at their disposal to promote the sector in-country. This increased knowledge, awareness and activity in support of the legal sector has opened the door for growth not only in the legal sector, but also for the UK economy over the longer term.

UK Government has highlighted professional and business services as a key growth sector in our economy, and through the Industrial Strategy, is working to ensure that we are utilising all support mechanisms to help businesses in this sector meet their potential, *UK Legal Services on the International Stage: Underpinning growth and stability* supports this.

Case Studies

Strengthening ties with Brazil

With one of the fastest growing economies in the world, Brazil offers business opportunities in a wide range of sectors, with particular focus on infrastructure ahead of the World Cup in 2014 and Olympics in 2016. It is a key market for UK legal practitioners and their clients, in the last year the Law Society of England and Wales has been working with the Ministry of Justice to promote English legal services under the Plan for Growth. In September 2012 the President of the Law Society of England and Wales and the President of the Ordem dos Advogados do Brasil (OAB) signed an agreement to strengthen ties between the two organisations and their members over the next two years.

In October 2012 the Lord Mayor of the City of London led a business delegation to Brazil to promote the City's expertise in financial and professional services with additional funding from UKTI. As part of this the Law Society organised a delegation of law firms to promote English legal services with a showcase 'Unlocking Disputes' event in Sao Paulo. In March 2013 the Law Society and Bar Council of England and Wales will support the launch of a Lex Anglo-Brazil bilateral lawyers association to further promote commercial links between English and Brazilian lawyers. More Brazilian lawyers are expected to use the fast track 'Qualified Lawyers Transfer Scheme' to re-qualify as solicitors of England and Wales after Brazil became a recognised jurisdiction last year.

English Law Week, Moscow 27-29 June 2011

In conjunction with the British Embassy and the Lord Mayor's Office, the Bar Council of England and Wales, the Law Society of England and Wales, the British Russian Lawyers Association and the Anglo Russian Law Association organised the first "English Law Week" in Moscow, which constituted the biggest event to promote English legal services in Russia to date.

Opened by the Lord Mayor, and making use of the British Embassy's state of the art conference facilities, the event featured two days of seminars on arbitration, litigation, transactional law and regulation as well as a networking reception - drawing an audience of 250 senior Russian commercial lawyers and in-house counsel. This enabled UK practitioners to develop new business opportunities.

The event underlined the popularity of English law within the Russian legal market and the interest of Russian lawyers in sharing international expertise that barristers and solicitors have gathered over many years. English Law Week will take place again in 2013 and we seek to develop it into a regular two-yearly forum bringing together leading practitioners from both jurisdictions.

Singapore and South Korea business development mission (26-30 March 2012)

On 26-30 March 2012 the Bar Council of England and Wales, supported by UKTI, sent a business delegation of 14 barristers, representing a wide range of practice areas and led by the Chairman of the Bar Council, Michael Todd QC to these two important Asian legal markets.

Singapore had just relaxed the laws governing the ability of foreign counsel to appear in their courts and is rapidly positioning itself as a major legal market and financial centre in the region. South Korea is in the middle of a three year process of legal market liberalisation and opening up to foreign law firms and has a strong export market which offers opportunities to UK practitioners.

The support from UKTI, including market support grants for individual barristers, enabled the Bar Council of England and Wales to hold networking events at UK embassies in both Korea and Singapore. As a result the English Bar has a much deeper engagement with the Korean Bar

Association, notably setting up a lawyer exchange scheme and a training scheme for Prosecutors, leading to further business links being developed.

Ties forged with the Singapore International Arbitration Centre were enhanced during a return visit to London for a second joint seminar on International Arbitration which took place in September 2012. Furthermore the market intelligence gathered encouraged the Chancery Bar Association to organise a follow-up visit in April 2013.

International Legal Forum, St Petersburg

Building upon the Prime Minister's visit to Russia, the former Justice Secretary Kenneth Clarke attended the International Legal Forum in St Petersburg in May 2012, showcasing the strengths of UK legal services and also promoting the benefits of strong legal systems for encouraging inward investment. The event was attended by a number of high profile politicians and media from around the world and supported by UK Trade & Investment and FCO in market. The Justice Secretary was accompanied by industry partners, including the Law Society of England and Wales and the Bar Council of England and Wales, as part of the delegation.

UK-India cooperation in legal services

Former Justice Secretary Kenneth Clarke visited India in September 2011, with the Law Society and the Bar Council of England and Wales. This served to promote the EU-India Free Trade Agreement, including greater cooperation in the area of legal services. The former Justice Secretary inaugurated a legal cooperation conference with the Indian Law and Justice Minister Salman Khurshid. There was enthusiasm from a number of business interlocutors and political figures for opening the legal services sector and closer co-operation between the two legal professions to support commerce and industry. The Law Society of England and Wales held an Unlocking Disputes

themed event, Common Challenges, Approaches and Opportunities in International Alternative Dispute Resolution in India and the UK in October 2012 in Delhi.

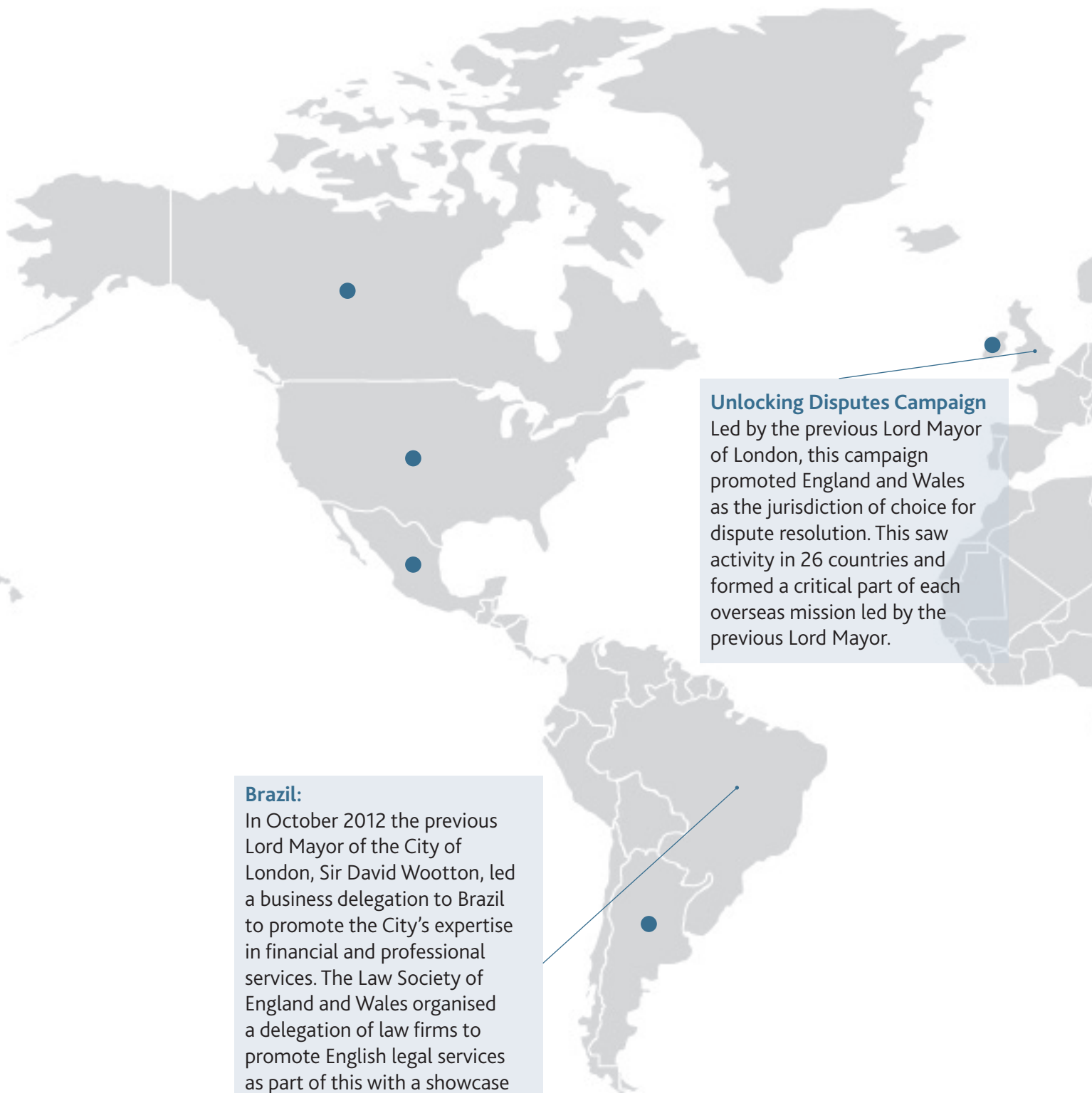
Unlocking Disputes: an exemplar in promoting legal services

The Lord Mayor of London 2011/2012, Sir David Wootton, led this campaign to promote England and Wales as the jurisdiction of choice for dispute resolution. Profiling the new Rolls Building, the Unlocking Disputes campaign for the first time brought together the Ministry of Justice, UK Trade and Investment, the Judiciary, the Law Society of England and Wales, the Bar Council of England and Wales and TheCityUK in a joint promotion of the new first-class, state of the art combined court complex for matters involving commercial, construction and chancery disputes.

The excellence of UK legal services and English law as the preferred instrument of global commerce was placed at the heart of the campaign. The independence, experience, specialist expertise and authority of the judges were underlined.

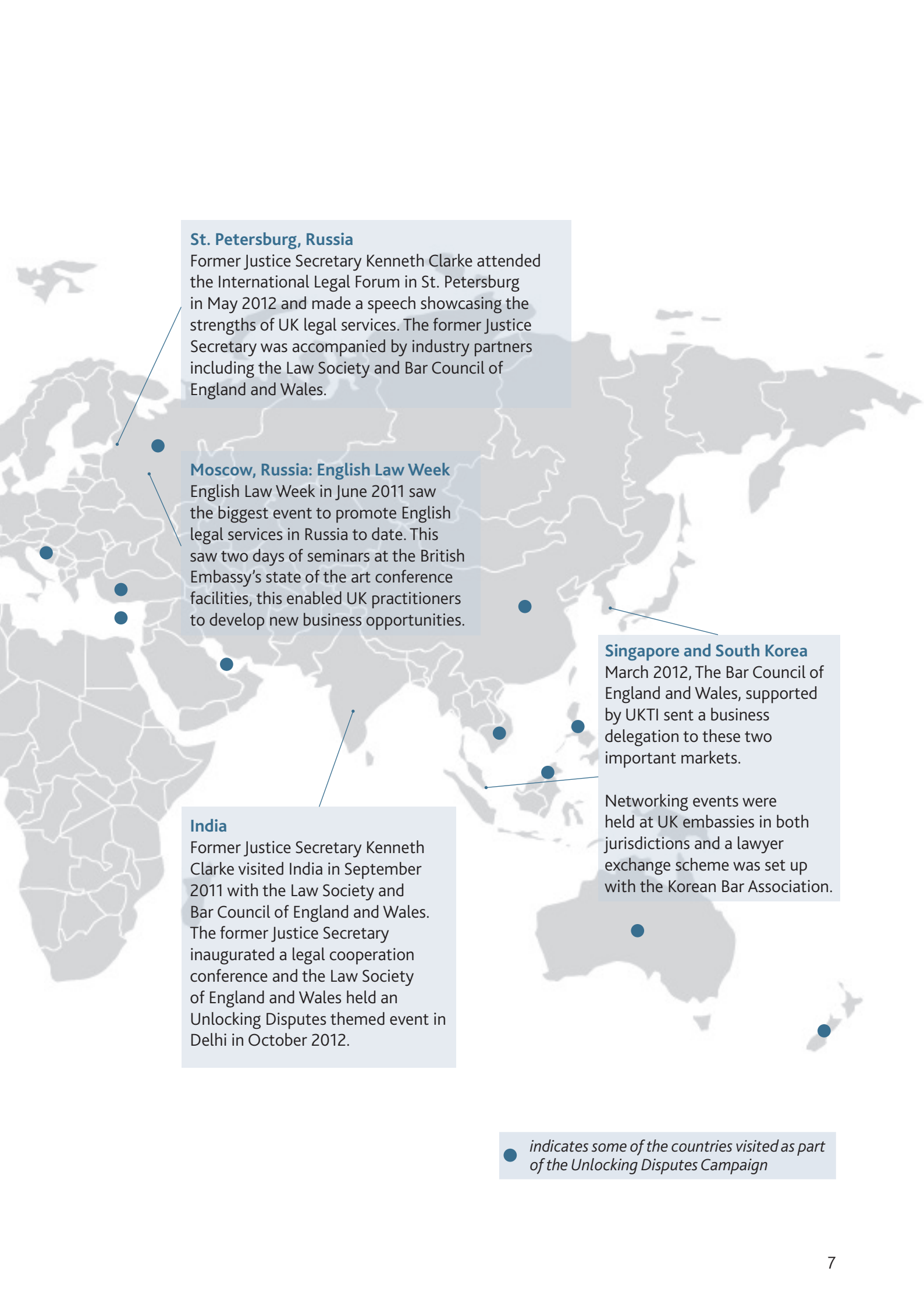
The campaign was launched in London in autumn 2011 and was rolled out around the world during Sir David's tenure. This has reached 3,000 business executives, public officials and lawyers at 40 events in 26 Countries. This formed a critical part of each overseas mission led by the previous Lord Mayor. The UKTI network overseas has worked with legal stakeholders to host seminars and business briefings reaching a broad range of potential service users. Key jurisdictions have included: Russia, India, China, Vietnam, Turkey, Kazakhstan, Brazil and Mexico. A website devoted to the campaign was set up at www.unlockingdisputes.com, hosted and developed by TheCityUK.

Plan for growth: An illustration of the variety of work done



Unlocking Disputes Campaign
Led by the previous Lord Mayor of London, this campaign promoted England and Wales as the jurisdiction of choice for dispute resolution. This saw activity in 26 countries and formed a critical part of each overseas mission led by the previous Lord Mayor.

Brazil:
In October 2012 the previous Lord Mayor of the City of London, Sir David Wootton, led a business delegation to Brazil to promote the City's expertise in financial and professional services. The Law Society of England and Wales organised a delegation of law firms to promote English legal services as part of this with a showcase Unlocking Disputes event in Sao Paulo.



St. Petersburg, Russia

Former Justice Secretary Kenneth Clarke attended the International Legal Forum in St. Petersburg in May 2012 and made a speech showcasing the strengths of UK legal services. The former Justice Secretary was accompanied by industry partners including the Law Society and Bar Council of England and Wales.

Moscow, Russia: English Law Week

English Law Week in June 2011 saw the biggest event to promote English legal services in Russia to date. This saw two days of seminars at the British Embassy's state of the art conference facilities, this enabled UK practitioners to develop new business opportunities.

India

Former Justice Secretary Kenneth Clarke visited India in September 2011 with the Law Society and Bar Council of England and Wales. The former Justice Secretary inaugurated a legal cooperation conference and the Law Society of England and Wales held an Unlocking Disputes themed event in Delhi in October 2012.

Singapore and South Korea

March 2012, The Bar Council of England and Wales, supported by UKTI sent a business delegation to these two important markets.

Networking events were held at UK embassies in both jurisdictions and a lawyer exchange scheme was set up with the Korean Bar Association.

● indicates some of the countries visited as part of the Unlocking Disputes Campaign

Legal Services as underpinning growth and stability on the international stage: next steps

The Plan for Growth: promoting the UK's Legal Services Sector established the foundations of structured co-operation between government and the professional bodies representing the legal profession in relation to the international promotion of UK legal services. This put in place regular channels of communications and mechanisms for joint promotional activities.

It is now important that the UK Government and the legal services sector build on this by continuing to work together to promote the UK legal services offer. We will adopt new workstrands and enhance our promotional toolkit to showcase the key role that effective legal systems and services play in underpinning international business, trade and economic growth as a whole.

Following feedback from the *Plan for Growth*, UK Government will work to ensure that the entirety of the UK's legal offer is promoted. To that end we have been working closely with the Office of the Advocate General and the professional bodies in Scotland and Northern Ireland with the aim of ensuring that the legal profession from all of UK's jurisdictions are integrated in the initiatives arising from *Legal Services*. We will continue to work with the Office of the Advocate General and the professional bodies representing the legal sector in all of the UK's jurisdictions.

An important new element of the action plan will be the promotion of our legal educational sector. It is of paramount importance for the success of the UK legal sector that we attract the brightest talents from around the globe to study law and undertake professional qualifications here in the UK. As these law students go on to qualify the global reach of our law firms and chambers will increase. We will therefore develop strategies to make studying law and accessing our professional titles more attractive.

A key part of promoting legal services as underpinning growth and stability will be highlighting how legal services support the investment and trade of other key sectors. We need to demonstrate how the legal systems in the UK with their inherent flexibility are an effective instrument to facilitate global trade and commerce, whilst particular expertise such as that in the energy and international arbitration sector are strong platforms for promotional activity. This will enable us to play to each jurisdiction's strengths and to expand our efforts into other sectors. In doing so the professional bodies will be engaged with a range of UKTI sectoral teams to discuss joint promotional projects, bringing together specialist legal practitioners working in relation to particular sectors and UK companies from these sectors which seek to export their goods and services.

The action points outlined on pages 9-10 give an indication as to the work which will follow *Legal Services: Underpinning growth and stability on the international stage*.

Action points 2013/2014

The objectives and milestones below identify the areas that we will focus on during 2013 and 2014. Some reflect a continuation and expansion of commitments under the *Plan for Growth*, while others address new areas of work for collaboration and action.

Objectives	Activities	Milestone
Continue to identify and maximise opportunities to promote UK legal services overseas.	Regular liaison with the legal sector bodies from all UK jurisdictions to share information on upcoming Government and sector visits and events.	Bimonthly circulation of forward look of upcoming visits and events.
Ensure that all relevant UK government departments are aware of and engaged with the promotion of UK legal services.	Hold two cross-government senior officials meetings with legal services sector stakeholders.	Two meetings held before the end of 2013.
Develop relations with those markets with restricted access for UK lawyers and promote benefits of legal market liberalisation.	Identify priority markets and promote liaison between legal sector bodies and provide in-country UK representative with tailored script for discussions with host governments.	Quarterly updates from those working in-country and the legal services sector on activities undertaken to promote market liberalisation.
Promote the legal services offer for the whole of the UK.	Identify the key strengths of each of the UK's different jurisdictions and ensure inclusivity in promotional events and opportunities.	Quarterly stock-takes of progress with representation from all jurisdictions to review effectiveness of cooperation.
Ensure the UK's legal education and training offer is sufficiently championed internationally.	Develop, in conjunction with the UK Government's wider work on education exports, a narrative on the key strengths of the UK's legal education and training offer and use this in promotional activities.	Legal education and training workshops between Government, sector and practitioners from all UK jurisdictions by Summer 2013, identifying an action plan and milestones to take forward.

Objectives	Activities	Milestone
Underpin the UK's messaging on specific sectors with the complementary specialist legal expertise offered by UK firms and individuals on those sectors.	Ensure the legal services sector is included within relevant sector-focussed activities and develop bespoke legal services promotional material demonstrating how legal services underpin other sectors.	<p>Identify priority sectors for UK legal services, by Summer 2013.</p> <p>Develop with TheCityUK and other sector stakeholders promotional material which highlights the UK legal sector's position in support of key sectors by September 2013 as part of the toolkit.</p> <p>Develop integrated promotional activities between the legal sector and other industry sectors resulting in agreed action plans to be implemented by summer 2014.</p>
Utilise social media and innovative technology in the promotion of the UK's legal services.	Ensure that the Legal Services and Dispute Resolution Group connect with UKTI officials in priority legal services markets to share information and ideas about how to promote the UK's legal services sector, with the aim of providing a more efficient, collaborative approach to promoting UK legal services.	Marketing strategy developed by September 2013.
Develop and enhance existing tools.	<p>Revise promotional toolkit and core script and distribute to UKTI and Foreign Office in-country representatives, reflecting feedback on the relative strengths and weaknesses of existing documents and tools.</p> <p>Develop the legal modules of Industry Briefing Courses (IBC) for commercial and prosperity officers.</p>	<p>Updated tools distributed by September 2013, with feedback on impact and influence sought and assessed in early 2014.</p> <p>Publish and widely distribute a practical guide to Law in the UK and Dispute Resolution for overseas lawyers and businesses.</p> <p>Revise and deliver legal modules for two Industry Briefings in 2013/2014 focusing on the way in which legal services underpin the export of other services and goods.</p>

A progress report will be published in autumn 2014, reviewing each of these action points and the success to which they were delivered.

Annex

Plan for Growth: Progress Report

The Plan for Growth: Promoting the UK's Legal Services Sector, set out how Government and industry would work together to better promote the UK as a centre of legal excellence both at home and abroad. This table provides information about progress-to-date and plans to build upon the initial success of the Plan for Growth.

Action Point	Status
Working with other Government Departments and partners to identify appropriate ministerial domestic and overseas visits and events which can be used to promote the UK's legal services.	Completed and continuing. MoJ, UKTI and other government departments continue to ensure the UK's legal services are promoted on a wide range of both incoming and ongoing visits in priority markets, with key representatives from the legal services sector in each jurisdiction in the UK.
Including representatives from legal professional bodies on ministerial, Lord Mayor and senior official level visits, where appropriate, to maximise the promotional opportunities of UK legal services.	Completed and continuing. Close collaboration with industry has ensured that Government partners, including the Bar Council, Law Society and TheCityUK, have had the opportunity to provide delegates on a number of high level visits. Continuing with this we will ensure that these opportunities are open to each UK jurisdictions.
Working with governments whose restrictive market regulations impact on the potential for the UK legal sector to grow. This is focused on long-term liberalisation and includes raising market access issues during a wide range of meetings.	Completed and continuing. The UK Government has highlighted the benefits of market liberalisation to a number of Ministers and legal services representatives from priority markets for industry. The Department for Business Innovation and Skills (BIS) will continue to work with the legal sector to negotiate a favourable position through the EU in Free Trade Agreements.
Developing a core script for use in all communications by July 2011, following advice from TheCityUK's Legal Services Group to ensure consistent messages on: the top legal priorities in key markets; the UK as a centre of dispute resolution; and the benefits of using the UK's services to solve commercial disputes.	Completed and continuing. A core script has been developed and distributed to Embassies and High Commissions; this will be reviewed to ensure that it remains up-to-date and represents the strengths of each jurisdiction in the UK.
Creating an online promotional toolkit for trade and investment advisors in British Embassies and High Commissions by the end of September 2011, to explain the value of UK legal services and UK law in the countries to which they are posted.	Completed and continuing. An online toolkit, comprised of the core script and Unlocking Disputes promotional material, has been provided to Embassies, to better promote the UK's legal services as part of their wider trade promotion work. The website is hosted and managed by TheCityUK. It continues to be reviewed and updated.

Action Point	Status
Providing new content on www.justice.gov.uk by November 2011, showing the benefits of using UK legal services and providing links to legal representative bodies as well as UKTI and TheCityUK.	Completed and continuing. New content included statistics to demonstrate the important contribution of legal services to economic growth and web links to industry partners. MoJ will continue to update this to ensure the content reflects the picture throughout the UK.
Monitoring by MoJ of international acceptance of Alternative Business Structures (ABS) in England and Wales, with an initial review in February 2012.	Continuing. The MoJ is monitoring the international acceptance of ABS, although it will take time before detailed evidence and information on its international acceptance is available.
Produce and deliver a strategy to promote the UK as a centre of excellence for dispute resolution using the expertise of professional legal bodies.	Completed and continuing. The Unlocking Disputes campaign was launched, highlighting London's reputation as a Global centre for dispute resolution (arbitration, mediation and litigation): www.unlockingdisputes.com (including copies of the Unlocking Disputes and video campaign), with work taking place in over twenty countries. The Government will continue to promote London's arbitration expertise but will also support other dispute centres throughout the UK such as the Scottish Arbitration Centre.
TheCityUK will appoint the chairman of the Legal Services and Dispute Resolution Group to its International Strategy Committee – alongside the leaders of other sector and regional groups.	Completed and continuing. TheCityUK appointed Khawar Qureshi QC as chairman of the Legal Services and Dispute Resolution Group to its International Strategy Committee. Leaders of other sector and regional groups were also appointed and TheCityUK will continue to identify those from other sectors and regions whose appointment may be beneficial.
TheCityUK will re-launch the Legal Services and Dispute Resolution Group by September 2011, together with MoJ and UKTI.	Completed. The Legal Services and Dispute Resolution Group has met approximately every six weeks to discuss how to best promote the legal services sector, providing a valuable forum for industry and Government to share information about upcoming events and visits. The intention is to continue to hold this forum.
Invite and encourage law firms and sets of chambers to identify junior solicitors or barristers and fund a secondment to UK posts overseas for them to undertake a market research project in high growth markets.	Continuing, there have been a number of expressions of interest from UK law firms and Government officials are working with industry to help finalise a secondment from a firm to an Embassy in Brazil.

Document created in conjunction with our stakeholders



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