



OUR INTERNATIONAL PRACTICE IN GR IN 2025

Eugeny Roshkov
Managing Partner

for

IBA Law Firm Management Conference 2015,
Moscow

PROFILE

- (1) GR
- (2) Policy Advice
- (3) Issues Management

GR IN 2025 (1)

- Global Demand
- Local Delivery
- Technology and knowledge shall prevail
 - »»»»» *Only Specialized Expertise*

GR IN 2025 (2)

- In-house and specialized providers shall rule the market
- Prevailing current competition w. PR-firms, law-firms and big-4 accounting firms
- Meeting Global Demand by Remaining Independent
 - »»»»» *How: Non-Exclusive Well Managed Alliances and Global Practices*

REGION

- CIS region as part of CEE / EMEA – following the client corporate structure
 - (1) Presence in RU, UKR, KZ, expertise in other CIS countries and regional hubs
 - (2) Very mobile and well-organized teams
 - (3) Close relationship w. Brussels as key regional GR-hub

DRIVER 1

- Improving Public Governance

DRIVER 2

- Increasing Regulatory Diversities

DRIVER 3

- Though, Increasing Unification Trends, i.e. Creating a Broader Regulatory Opportunities

DRIVER 4

- CIS Regaining Popularity (especially, since 2021)

SUSTAINING QUALITY AS A COMPETITIVE ADVANTAGE

- Getting easier through the globalizing expectations and standards

KEY CHALLENGE 1

- Talent Management: Very Special People Needed

KEY CHALLENGE 2

- Flexible Teams v. Efficiency

KEY CHALLENGE 3

- Selecting Clients with the Higher Expectations and No Trust Issues

KEY CHALLENGE 4

- Business Development in the regions with comparable development issues

SPECIAL THANKS TO LAWYERS

- For staying the best experts in their professional fields and strong cooperation, mutually fruitful one
- For finally recognizing MDP GR practices as partners, not competitors