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## NewsBytes

### AUGUST 2014

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# Launch of Rajah & Tann Asia

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## Foreword



Dear valued clients and friends,

"Five years ago, the partners of Rajah & Tann resolved to start a journey, one that would see a top Singapore law firm transform itself into something never before seen in the Southeast Asian legal market. This colossal transformation would involve identifying and bringing together a network of lawyers across the region and unifying each one by a common vision and under a common branding. It would be a journey that would take determination and test the limits of the bonds of partnership.

Five years on, with my partners from Singapore and the region, I am very proud to say that the journey has been more than well worth it.

*Rajah & Tann Asia* is now a union of eight Asian law firms coming together as ONE TEAM.

We are building these bridges to link each of our countries. Communicating in the local lingo, completely at ease with the local business norms and cultures. The partners in *Rajah & Tann Asia*, who spread across Southeast Asia, not only understand the laws and policies, but also the culture, heartbeat and zeitgeist of their countries.

Each of us knows our own part of a very diverse Asia.

Today, we become much more than just a well-known name for our industry experience and specialist practices. We are trusted advisers and business associates to the best and most established regional businesses around the world, and we are committed to making the client experience even better in the years to come.

Rajah & Tann Singapore emerges from this venture, redefined and better than ever before. Unified and strengthened with a larger community of partners from these different countries, we can truly say that we are Lawyers who know Asia. Yet, with our new identity, our core values still remain the same. More than just a corporate network, we are a family of lawyers with a big heart for Asia.

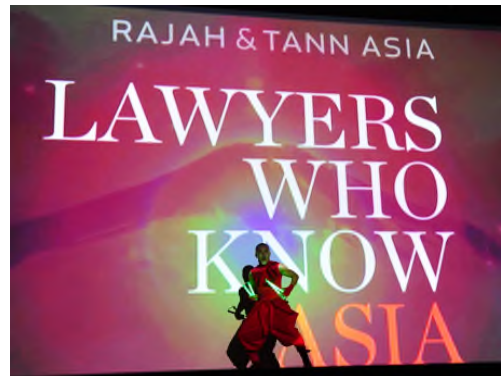
It behooves me to extend our heartiest of thanks to all of you for celebrating with us the birth and continued growth of *Rajah & Tann Asia*."

**Lee Eng Beng, SC, PBM**  
Managing Partner, Rajah & Tann Singapore LLP  
Chairman, Rajah & Tann Asia

On 21 August 2014, Rajah & Tann Asia was launched. Over 500 distinguished guests attended the celebration held at the Marina Bay Sands Grand Ballroom, Singapore.







*Lawyers from Rajah & Tann (Thailand)*



*Lawyers from Assegaf Hamzah & Partners*



*Lawyers from Christopher & Lee Ong*



*Lawyers from Rajah & Tann LCT (Vietnam)*



*Our Regional Partners*



## Closing Remarks



21 August 2014 marked another milestone in Rajah & Tann's history: we launched Rajah & Tann Asia.

We are now a consortium of leading local law firms with presence in nine countries across Asia. This is a first in the region.

At Rajah & Tann, we have established our reputation on delivering legal advice par excellence. We are proud to have done this in tandem with building and maintaining strong connections with you. Rajah & Tann Asia is a natural expansion of what we do well. It means we can now extend to you quality legal service not just in Singapore, but throughout Southeast Asia.

Why Asia? Because of the promise of long-term economic growth. By 2020, experts project that Asia will add an additional US\$5.5 trillion in growth. A relatively young, educated population with rising disposable income will have an impact on economies in profound ways. Among ASEAN members, the trend of proliferating free trade agreements (FTAs) with global partners will greatly boost ASEAN's centrality in the Asian arena. We will potentially witness a growth in Asia that will mark one of the biggest structural shifts in the global market today.

The ASEAN Economic Community 2015 and the ASEAN Vision 2020 anticipate a new era of a single market and production base. Investors looking for opportunities in Asia will no longer view this region only in terms of individual countries. We understand that. Rajah & Tann Asia is poised to be the single institution offering the "know how" and the "know who" in that integrated market. We have hit the ground running, ready to work with you in realising your strategic ambitions here.

We look forward to riding this growth with you as Lawyers who know Asia.

**Patrick Ang**

Deputy Managing Partner, Rajah & Tann Singapore LLP  
CEO, Rajah & Tann Asia

## Our regional presence



Rajah & Tann Asia is the region's new "home team". By bringing together leading local law firms and lawyers, we now have a presence in eight key Southeast Asian jurisdictions and beyond. Our single-minded goal is to equip our clients with first-rate, seamless and the most comprehensive legal services in the region.

With over 500 lawyers, many of whom are rated among the very best in our specialist fields, we can now afford our clients the best resources and expertise in myriad practice areas. In short, we are offering our clients home advantage in Asia.

Let's start our conversation today.

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