

## **INTERLEGAL ASSOCIATION**

Minutes of the meeting of the General Assembly held on  
11 December 2021 at 14.00 CET by Zoom videoconference

### **1. RECORDING OF THOSE PRESENT**

|                                      |                                     |
|--------------------------------------|-------------------------------------|
| Gabriele Brand-Ogris                 | <i>Austria, Vienna</i>              |
| José-Maria Amaral-Gurgel             | <i>Brazil, São Paulo</i>            |
| Miguel Neto                          | <i>Brazil, São Paulo</i>            |
| Frédéric Letendre                    | <i>Canada, Montreal</i>             |
| Juan Eduardo Palma Cruzat            | <i>Chile, Santiago</i>              |
| Christoforos Ioannou                 | <i>Cyprus, Limassol</i>             |
| Steffen Lorscheider                  | <i>Germany, Dortmund</i>            |
| Nikolaos Margaropoulos               | <i>Greece, Thessaloniki</i>         |
| Maria Tsiligiri                      | <i>Greece, Thessaloniki</i>         |
| Peter Nogradi                        | <i>Hungary, Budapest</i>            |
| Uday S. Ahlawat                      | <i>India, New Delhi</i>             |
| Emmanuel Reveillaud                  | <i>Luxembourg, Luxembourg</i>       |
| Wolfram Zeihe                        | <i>Montenegro, Podgorica</i>        |
| João Paulo Menezes Falcão            | <i>Portugal, Lisbon</i>             |
| Caroline Berube                      | <i>Singapore, Singapore</i>         |
| Albert Sant i Pont (Honorary Member) | <i>Spain, Barcelona</i>             |
| Erika Heveus                         | <i>Sweden, Stockholm</i>            |
| Christian Fischele                   | <i>Switzerland, Geneva</i>          |
| Alexandre Dupont                     | <i>Thailand, Bangkok</i>            |
| Özlem Kurt                           | <i>Turkey, Istanbul</i>             |
| Olga Buyanovskaya                    | <i>Ukraine, Kiev</i>                |
| Wassim AlKudmani                     | <i>United Arab Emirates, Dubai</i>  |
| Samer Kodmani                        | <i>United Arab Emirates, Dubai</i>  |
| Jim Wright                           | <i>United Kingdom, Leeds</i>        |
| William Blum                         | <i>United States, New York City</i> |
| Ramon Bado                           | <i>Uruguay, Montevideo</i>          |

### **2. RECORDING OF OBSERVERS**

Colin Russell attended the meeting in his capacity as Officer of Interlegal. Nikolaos Margaropoulos attended the meeting both in his capacity as a member and also as Secretary-General of FICAC. Robin King attended the meeting on behalf of Brown Ward King.

### **3. WELCOME**

The President welcomed those present and explained the circumstances of reverting back to a video conference due to the restrictions resulting from the COVID-19 pandemic, having originally hoping to have a hybrid meeting in Milan.

### **4. APOLOGIES FOR ABSENCE AND PROXIES**

Apologies were received from

Riccardo Cajola (*Italy*)  
Tone Bjorn (*Norway*)  
Alexandre Meyrieux (*France*)  
Emeline Eraud (*France*)  
Rajko Maric (*Serbia*)  
Ádám Boóc (*Hungary*)  
Jeremy Shulman (*United Kingdom*)

Proxies were received from

Riccardo Cajola (*Italy*)  
Tone Bjorn (*Norway*)  
Alexandre Meyrieux (*France*)  
Rajko Maric (*Serbia*)  
Ádám Boóc (*Hungary*)

### **5. APPROVAL OF LAST MINUTES**

The minutes of the General Meeting held on 17 September 2021 by video conference were approved. A copy had been sent out together with the invitation to this meeting.

### **6. MEMBERS**

The written membership report of the Officer was received and a copy is attached to these minutes (*Attachment 1*).

Robin King gave a presentation about his law firm, Brown Ward King in Australia. The firm was formed in early 2021 and is made up of Robin who is dual qualified for Australia and England and focuses on corporate and commercial law, Hannah Brown (Australia and New Zealand qualified) who focuses on litigation and Damian Ward (Australia qualified) who focuses on litigation, insolvency and commercial law.

The firm works closely with our existing member for Australia, Mills Oakley, and it is understood that Mills Oakley will continue in membership and is also supportive of the application from Brown Ward King.

Robin confirmed that the firm is registered with the appropriate law society for Australia and that the application is for Australia only.

The application was accepted by members subject to attendance in person and confirmation by members at the next possible General Assembly meeting.

João Paulo Menezes Falcão gave a presentation about a change in arrangements with the existing member firm for Portugal, MF-AC Advogados, and transition to new arrangements. João Paulo has been a member of Interlegal since its inception either in his own right or as part of a firm. Since 2013, he has been with MF-AC Advogados but in September the firm split and João Paulo has left the firm. João Paulo has retained his office, clients and colleagues and has secured agreement that he may take over the membership of Interlegal in his own right initially and then as a subsequent law firm. For the time being, he continues to trade as MF-AC (although with a different meaning) and continues to focus on corporate and commercial law, M&A, bankruptcy and restructuring.

The application from João Paulo Menezes Falcão was accepted by members subject to attendance in person and confirmation by members at the next possible General Assembly meeting. With this acceptance, the membership of the previous member firm ceases.

## **7. PRESIDENT'S REPORT**

The President reported that the Executive Committee is taking the opportunity, following the resignation of our Marketing Officer, to review our marketing and overall strategy to deliver benefit for members. This has included taking into account the results of the member survey. The President encouraged members to support the new strategy and approve the accompanying marketing budget, which will enable a replacement Marketing Officer to be recruited.

The President thanked members for their contributions as these are very important for our future development and she encouraged everyone to get more involved in supporting our activities and communications.

The world is changing fast, particularly since COVID, and this presents new opportunities and the President confirmed that she and the Executive Committee will work hard on behalf of members to develop the network in the future.

The President also encouraged members to pay their recently received invoices in a timely manner.

The written report of the President was received and a copy is attached to these minutes (*Attachment 2*).

## **8. MARKETING**

The Chair of the Marketing Committee, Frédéric Letendre, reported back on the results of the marketing activity over the last period – a report on this has been sent to members separately. There has been a continued increase in marketing activity, communications and events. The social media activity and website continue to show sustained improvements in performance, particularly on Linked In, and compare favourably with standards of similar organisations.

Frédéric then presented the marketing and communications strategy for the next three years – this has also been sent separately to members. This strategy will focus on three key areas: awareness, engagement and conversion. Raising awareness with potential members and clients, engaging more effectively with them and succeeding in converting this into new members and new clients.

The key activities for 2022 will be to continue the enhanced activity in social media, with a particular focus on Linked In, work on developing more relevant and engaging events with partners and other organisations and improving both internal and external communications to develop a growing and more connected network.

Frédéric presented the different personas that the strategy will focus on, the priority countries (which will be amended and confirmed separately following the publication of the member survey). He also presented some of the challenging and stretching objectives we will aim for in terms of retaining and growing our membership, increasing engagement of members and raising awareness of the network.

The strategy requires the continued engagement of a marketing officer. The President proposed that the Marketing Officer would also take part in Executive Committee meetings from time to time as required. The strategy also takes into account the expected costs of SEO and other digital marketing activity. An annual budget of €35,000 is proposed for the next 12 months period.

This strategy proposal and accompanying budget of €35,000 was accepted by members.

## **9. WEBSITE**

The Vice-President reported on the outcome of the discussions with MintLogix about the ownership of the Interlegal website and confirmed that agreement had been reached on a settlement to transfer ownership back to Interlegal.

## **10. FINANCE – TREASURER’S REPORT**

The written report of the Treasurer was received.

The Treasurer confirmed that it had been decided to leave the bank account with UBS now that the service, charges and arrangements are on a more acceptable level.

The Treasurer repeated the request of the President for members to settle their latest invoices as soon as possible. He also informed that consideration is being given to an increase in the level of the membership fee to reflect more appropriately the benefits of membership and to take account of inflation. This will be presented at a future General Meeting.

The Treasurer also introduced the vote to increase the level of expenditure mandate for the Executive Committee from its present level of €1,000, as per Article 9 Sub 2 of the Articles of Association, to €5,000. This was approved by members and the Articles will be amended accordingly.

## **11. INTELLECTUAL PROPERTY OF INTERLEGAL**

The President introduced the Action Plan for the IP of Interlegal which was circulated to members separately by Adam Booc. Frédéric asked if Adam could send him the details of definitions required for him to register Interlegal IP in Canada.

## **12. PAID OFFICER'S REPORT**

The Officer's Report was tabled and is attached to these minutes as *Attachment 3*.

The Officer provided an update on activity in the last year including support for the activity of the Executive and Marketing Committees, management of the new membership processes and internal and external liaison.

He thanked members for their support for the new strategy for Interlegal and looked forward to working hard with the Executive Committee for its implementation.

He also updated members about the joint book project with EAI which is now completed. He particularly thanked those members who had supplied material and who had assisted with the exercise to proofread the documents in very short timescales. The book will be made available to members shortly.

He thanked the members and the Executive Committee for their support.

## **13. CO-OPERATION WITH OTHER NETWORKS (EAI, FICAC & PRAXI ALLIANCE)**

As mentioned earlier, the joint book project has been concluded with EAI.

At least one video has been produced for FICAC and another is almost ready.

The signing of the MOU with Praxi Alliance has been delayed until when it is OK to meet in person but it will be signed by email in the meantime.

Collaboration with all three networks on events, activities and communications will continue and be increased as part of the marketing strategy.

## **14. PROPOSED VENUE AND DATE OF NEXT MEETING**

In the hope that we might be able to meet in person in 2022, the Executive Committee has proposed that our next meeting take place in Dubai, hosted by our members, Bridgepoint Law, as this location is one of the most accessible in the current circumstances. This meeting is proposed to take place around 26-28 May.

The proposal to hold the next General Meeting in Dubai in May 2022 was approved subject to prevailing medical circumstances at the time.

## **15. FUTURE MEETINGS**

We will revert back to the usual schedule of future meetings, assuming those who expressed an interest in hosting are still happy to do so, and this will be discussed in our next General Meeting.

**16. ANY OTHER BUSINESS**

Frédéric mentioned that we will be holding a Christmas cocktail networking meeting on 20<sup>th</sup> December. Details will be circulated shortly.

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Steffen Lorscheider  
Secretary  
23 December 2021