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Good morning!

that is what I have, does it look all right?

What are your comments on the decision to combine our business with a leading global law firm earlier this year. Why do you think this is good for our business and our clients? (200 words)

Recently Blake Dawson and Ashurst combined their practices in Asia which provided growth opportunities for both firms and enhanced their ability to adapt to market pressures. Such a strategy was designed to create one powerful network in order to serve global clients. According to Charlie Geffen, a senior partner at Ashurst's London office, the deal's goals was "to shift the centre of gravity of his organisation closer to the Asia-Pacific region, where growth rates were higher than in Europe". Furthermore, the two law firms supporting the same vision and values can now share different practices and mutualise funds which is likely to result in cost savings.

Regarding the clients' benefits, they will profit from the adding of more skills in one unique firm, continuing to work with the people they know and trust. They are also likely to have a better access to legal teams across the world to support national and cross-border transactions. It is possible for the new entity to negotiate more interesting fees for their existing clients due to scale economies. Finally, in assumption that the clients had to deal with both of these firms separately, nowadays they are able to work with one network which is more efficient.