

media  
information  
2010/2011

[www.iflr1000.com](http://www.iflr1000.com)

# IFLR 1000

The guide to the world's leading financial law firms

“ *IFLR1000* improves with each edition and becomes more and more complete... it is one of the most complete guides in its field. ”

Hans Peter Frick, senior vice president and general counsel, Nestlé  
Vevey, Switzerland

# The IFLR1000 is the guide to the world's leading financial law firms.

Compiled by a team of specialist legal journalists based in offices on three continents, the *IFLR1000* is the only publication of its kind to focus on the leading law firms for corporate finance around the world.

The guide is now in its 21st edition, and has grown to cover more than 100 jurisdictions, providing international readers with country by country rankings and analysis of the leading firms in those jurisdictions.

The *IFLR1000* includes only the very best corporate and financial law firms, selected after extensive research among their peers and clients, making it the leading resource in its field.

## We have:

- In-depth coverage of the financial law markets in more than 100 jurisdictions.
- 21 years of experience in the financial law sector.
- A unique team of full-time, specialist legal journalists.
- Unrivalled global reach, with journalists in New York, London and Hong Kong offices.
- Distribution among a wide range of financial institutions, blue-chip companies and private practice law firms.
- A free-to-view, fully searchable website with the guide's full rankings, editorial, listings and additional materials.
- Access to the resources and market penetration of all Legal Media Group's leading publications, including our sister publication International Financial Law Review magazine

## Each country chapter contains:

- A legislation guide, with an insight into local legal developments, provided by a leading practitioner based in that jurisdiction.
- Tier-by-tier rankings of the leading firms in all aspects of financial law, including Capital markets, Structured finance and securitization, Derivatives, Bank lending, Financial services regulatory, M&A, Private equity, Competition and antitrust, Investment funds, Project finance and Restructuring and insolvency. These rankings are based on extensive research, including face-to-face and telephone interviews with leading private practitioners and their clients. **See Appendix 1** for a sample of institutions we interviewed for the current 2010 edition.
- Editorial coverage of the leading financial law firms, including their most important deals, partner hires, specializations, and their capacity to advise on international financial law.
- The names of the leading lawyers in each market.
- Law firm listings, containing full contact details, profile and areas of practice.

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**I find the tiered rankings particularly useful when benchmarking and comparing between existing legal firms, plus looking at unfamiliar legal practices or locations.**

**I find the IFLR1000 an up-to-date and credible source for selecting and sourcing new legal firms in a new business area or country, and to compare legal firms' capabilities in different practices.**

Mohammad AlGhamdi, Manager  
Corporate financing, SABIC

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# Who reads the IFLR1000? In print

Print copies of the IFLR1000 are produced and distributed globally to the following parties:

- Every principal office of all firms with entries in the publication and every in-house contact interviewed during the research process.
- Worldwide distribution to named heads of securities, M&A and project finance; transaction managers; and in-house counsel at investment banks, financial institutions, commercial banks and corporates (IFLR's own proprietary database of contacts).

Additional regional distribution is as follows:

- **EMEA:** top 500 European multinationals & corporations.
- **ASIA:** top 500 Asian multinationals & corporations.
- **Americas:** Fortune 500 companies.

## PLUS

Distribution in CD-Rom format to all International Financial Law Review magazine subscribers (insert audited figures).

See Appendix 2 for a sample of institutions that received a copy of the 2010 edition. The precise geographic distribution may vary slightly year on year, however the general pattern is for the recipients to be split between North America; Europe and Asia / rest of the world ensuring a sound and effective global coverage.



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**I find the IFLR1000 a concise, clear and reliable source of information when reviewing or sourcing legal counsel.**

Maria Sol Martínez  
Head of Legal & Compliance  
HSBC Bank Paraguay

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## Global Conference Distribution (\*)

**We will have copies of IFLR1000 at the following conferences:**

- The International Bar Association 10th Annual Corporate Counsel Conference (2011).
- The International Bar Association 28th International Financial Law Conference (2011).
- The International Bar Association 10th International Mergers and Acquisitions Conference (2011).
- The International Bar Association Conference (2010).

**We will have copies of IFLR1000 at the following International Financial Law Review events:**

- The IFLR Asia M&A Forum (March 2011, Hong Kong).
- The IFLR European Capital Markets Forum (April 2011, London, UK).
- The IFLR Asia Capital Markets Forum (November 2010, Hong Kong).

(\*) Conferences may be subject to change.

# Who reads the IFLR1000? Online

All information contained in the printed version of the guide is also available on our free-to-view, fully searchable website [www.iflr1000.com](http://www.iflr1000.com).

## Features exclusive to the website include:

**Firm summary pages** – each firm featured in the guide now has its rankings, editorial coverage and listings for each jurisdiction that it appears in summarised on one single, expandable page.

**Extended editorial coverage** – every ranked firm that participates in the research process now receives editorial coverage in order to provide as accurate and in-depth market coverage as possible.

**Rankings analysis and featured articles** – includes periodical reports that track and analyse developments in specific practice areas for a given jurisdiction over a five year period.

**Analysis** of quarterly quantitative data reports as supplied by Mergermarket and Dealogic, giving a counterpoint to our qualitative data.

**Partner moves** – monthly global digest of key partner lateral moves. Regional tables are supported and contextualised by editorial commentary compiled by Regional Editors based in London, New York and Hong Kong. Also published in the IFLR magazine and monthly email bulletin.

**Archive materials** – PDFs of the past five years' rankings results.

## IFLR1000.com in the last year has received logged website visits\* from:

- Over 300 banks and accountancy firms worldwide;
- More than 80 private-equity houses and sovereign-wealth funds;
- Over 300 corporate companies, including:
  - More than 50% of FTSE100 companies;
  - Over 75% of Dow Jones Industrial Average companies;
  - More than 45% of Asian-headquartered Fortune 500 companies, and over 35% of companies on the Hang Seng index;
- More than 700 universities worldwide;
- Government departments and cross-border institutions such as the World Bank, IMF and the International Capital Markets association;
- Leading international and domestic leading law firms worldwide; and
- Over 50 financial, legal and general news organisations across the globe.

Website visits made to [iflr1000.com](http://iflr1000.com) between 13 January 2009 – 13 January 2010. Visitors identified by internet service provider. Figures above relate only to those accessing [iflr1000.com](http://iflr1000.com) from service providers which can be accurately identified (approx. 11.7% of total visitors to [iflr1000.com](http://iflr1000.com)).

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**We refer to IFLR1000 because it is an easy and reliable source of information on legal counsel. We use the IFLR1000 where the Bank intends to transact abroad and requires local legal counsel with expertise on the transaction at hand.**

Legal counsel  
Listed European Bank

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# How to use the IFLR1000 to promote your legal services

## By advertising in IFLR1000 you will:

- Make your firm profile available to in-house counsel so they can easily contact and employ you.
- Increase new business by showing your strengths to our targeted readers and your nominated recipients.
- Make potential clients aware of your firm's presence in the guide's rankings and editorial.
- Ensure existing clients are reminded independently of your ability, reaffirming their decision to choose your representation.
- Raise your profile by associating yourself with the leading identifier of expertise in financial law.
- Generate referrals by increasing awareness of your firm's offices in unfamiliar jurisdictions.
- Ensure your rivals don't get a competitive advantage by advertising in the guide.

## Marketing Opportunities include:

### Legislation Guide £5000

These exclusive 800-word articles feature prominently at the front of each country's chapter - both in print and online. Firm and author names are clearly credited on both. This is the very first thing that our readers will see when they read about your jurisdiction.

Authoring the Legislation Guide is an excellent opportunity for you to promote your financial and corporate practice in the international legal market place. It allows you to demonstrate your firm's knowledge of the unique characteristics and challenges facing your particular jurisdiction's financial markets and reinforces your position as a competitive player in that market.

*All Legislation Guides are offered on a first-come-first-served basis.*

## Standard Listings

Having invested the time and resources to participate in the independent research process, the listing section of the guide provides you with the opportunity to further highlight your capabilities, recent activities and to connect with our readers.

Listings may be as straightforward as a firm's contact details or can be elaborated upon to include a firm's history, recent developments, areas of expertise, local / regional / global capabilities and presence. This can be tailored to your specific needs.



**We refer to the IFLR1000 because of the breadth of jurisdictions it covers, the succinct clear layout and leading lawyer recommendations.**

**We use the guide in particular where we are taking security in unknown or little-known jurisdictions.**

Hannah Ayodele

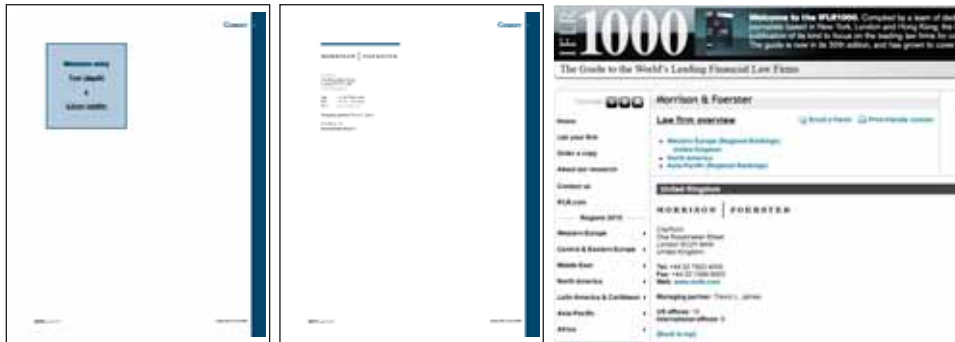
Legal Counsel

Loan Syndications

Danske Bank (London)



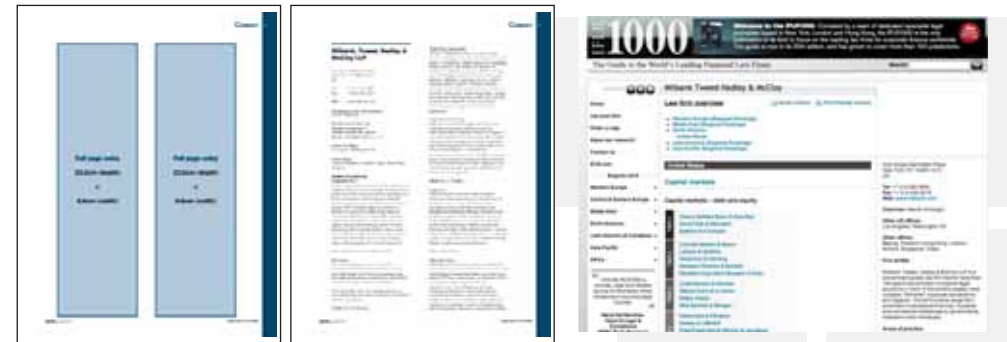
# Here are our basic listing packages:



**Minimum entry** £1219

7cm (depth) x 6.6cm (width) Logo inclusion (hyperlinked to your website) £140

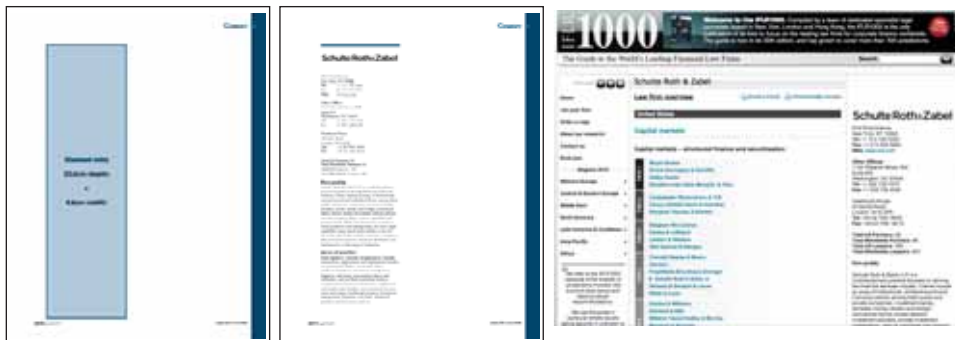
Additional wording £140 per cm



**Full page** £5000

Logo inclusion (hyperlinked to your website) £140

Additional wording £140 per cm



**Standard entry** (1/2 page) £2345

22cm (depth) x 6.6cm (width) Logo inclusion (hyperlinked to your website) £140

Additional wording £140 per cm

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I have a good level of confidence in the IFLR1000's ratings. I use it for outsourcing and as to whether I should accept a legal opinion issued from a law firm in a country

I am not familiar with.

Legal counsel

Middle East-headquartered bank

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# Display advertising

## Full page colour display advertisement

Inside front / back cover £11 700

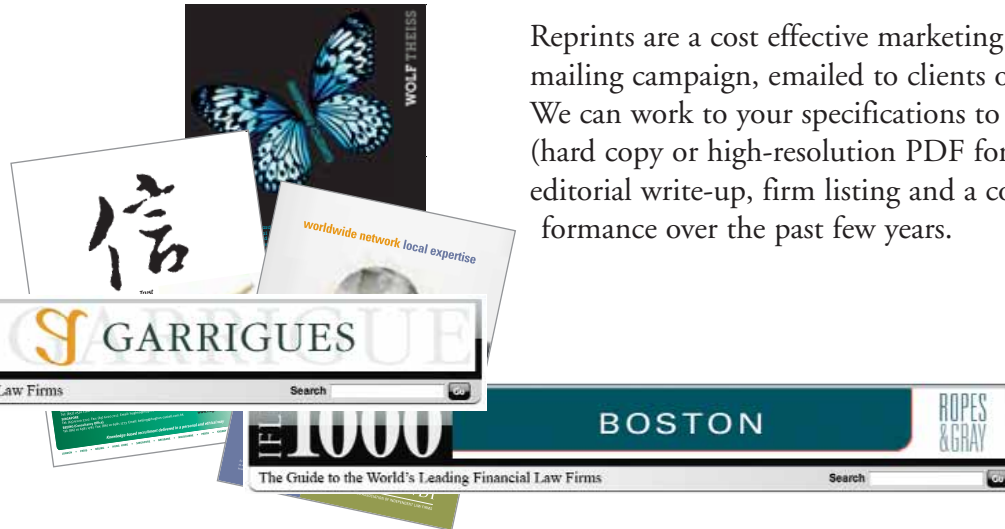
Standard colour display advertisement £5500

Dimensions (depth x width)

Standard 244mm x 186mm

Trim 268mm x 210mm

Bleed 274mm x 216mm



## Banner advertisement £2500 per annum

Animated or static advertisement that can be placed either on our homepage or on a country specific page for a more targeted approach.

File format: Animated GIF or static JPEG

Size in pixels: 728 (Width) x 90 (Height)

File size: less than 20kb

## Custom reprints (PDF or hard copy)

Quotes available on request

Reprints are a cost effective marketing tool that can be used for a direct mailing campaign, emailed to clients or hosted your website as a download. We can work to your specifications to produce custom made documents (hard copy or high-resolution PDF format) that highlight your rankings, editorial write-up, firm listing and a comparison of your firm's ranking performance over the past few years.

## Free Recommended Firm" rosette

All firms ranked in the IFLR1000 are entitled to a free website rosette (button). The rosette contains a link to the firm's ranking. The necessary HTML coding is available on request at no charge.

## Contacts - advertising

**Business development manager** - Richard Valmarana Tel: +44 20 7779 8154; Fax: +44 20 7779 7984; email: rvalmarana@legalmediagroup.com

**Business development manager**- William Lo Tel: +852 2842 6970; Fax: + 852 2521 8900; email: william.lo@iflrasia.com

**Business development manager**- Roberto Miranda Tel: +44 207 779 8435; Fax: +44 207 779 7984; email: rmiranda@legalmediagroup.com

# Appendix 1

## A selection of institutions that we interviewed for the 2010 edition (\*):

A P Moller - Maersk	Lynch	Ernst & Young	Johnson and Johnson	National Bank of Greece	Sanyo Electric
Aabar Investments	Bank of China	Erste Bank	JP Morgan	National Grid	Scottish Widows
Aareal Bank	Bank of England	Export-Import Bank of the United States	Kawasaki Heavy Industries	Natixis	Shanghai Electric Group Co
Abbey	Bank of Ireland	Exxon Mobil Corporation	KBC Bank	Nestle	Sharp Corporation
ABN Amro	Barclays Bank	Fortis	Kia Motors Corporation	News Corporation	Shell
AIG Global Investment Group	Barclays Capital	France Telecom	Kingfisher	Nikon Corporation	Siemens
Air China	Bayerische Hypo and Vereinsbank	Fujitsu	Kings College London	Nintendo	Singapore Airlines
Air France-KLM	BHP Billiton	Gazprom Russia Joint Stock Company	Kion Group GmbH	Nissan Motor	Slovak Telecom
Akzo Nobel	Blackstone	Gazprombank	KKR	Nokia	Societe Generale
Alfa Bank	BNP Paribas	GE	Kobe Steel	Nomos Bank	Sony Corporation
Alinda Capital Partners	BP	Glaxosmithkline	Korea Electric Power Corporation	Nomura	Standard Bank
Alliance Bank	Bridgepoint	Goldman Sachs	KPMG	Nordea Bank	Standard Chartered Bank
Allianz	Bristol-Myers Squibb Co.	Grant Thornton	Kraft Foods (Europe)	Nordic Investment Bank	Standard Life
Alpha Bank	British American Tobacco	Groupe Danone	Kuwait National Petroleum Co	Novartis	Swedish National Debt Office
Ambev	Candover Partners	Grupo Ferrovial	Landesbank Berlin	Oxford University	Telecom Austria Group
AMP	Carlsberg	Hapag-Lloyd	Lebanese Republic Ministry of Finance	Palm.	Terrafirma
Anglo American	Carlyle Group	Harvard Law School	LG Electronics	Pan American Silver	Tesco
Anglo Irish Bank	Caylon	Henieken	Lloyds Banking Group	Panasonic Corporation	Teva Pharmaceutical Industries
ANZ Bank	Cemex	Hitachi	Lockheed Martin	Permira	Total
Apax Partners	Central Bank of China	Honda Motor Co	London School of Economics and Political Science	Peugeot	Toyota Motor Corporation
Appollo Funds	Cerberus Capital Management	HSBC	London Stock Exchange	Pfizer	Treasury of the Republic of Latvia
Arcandor	China Airlines	HSH Nordbank	L'Oreal	Philips Corporation	Trump Entertainment Resorts.
Arcapita	China Citic Bank Corporation	Hutchison	Macquarie	Piraeus Bank	UBS
Arcelormittal	Citibank	IDB Development Corporation	Macquarie Bank Limited	Porsche	Ulster Bank Ireland
Asahi Breweries	Cnooc	IKB Deutsche Industriebank	Maersk Oilie OG Gas	Pricewaterhousecoopers	Unicredit Bank
AT&T Corp	Coca Cola	Imperial Tobacco Group	Man Group.	Prudential	Unilever
AXA Wealth Management	Credit Suisse	Inbev	Mars	Qantas Airways	University of Cambridge
Babcock & Brown	Danske Bank	Infineon Tech.	Mastercard Worldwide	Qatar Financial CNTR Reg Auth	University of Chicago Law School
BAE Systems	Deloitte & Touche	ING	Mattel.	Rabobank	Vestas Wind Systems
Balfour Beatty	Deutsche Bank	Israel Corporation	Mazda Motor Corporation	RBS	Virgin Media.
Banc of America Securities	Diageo	Itochu Corporation	Merill Lynch	Renault	Vodafone
Banca Intesa	Dubai Islamic Bank	J C Flowers & Co	Microsoft Corporation	Rio Tinto	Wells Fargo
Banco Bilbao Vizcaya Argentaria	Dubai World	J Sainsbury	Ministry of Finance of Ukraine	Rolls-Royce Group	Westfield Corporation
Bank Austria	E.on	J.C. Penney Company.	Mitsubishi Corporation	Romanian Government Ministry of Finance	Xstrata
Bank Internasional Indonesia TBK	Ebay	Japan Airlines Corporation	Monsanto	Royal Bank of Canada	Yahoo
Bank of America - Merrill	EDF	Japan Railway Company	Morgan Stanley	Russian Railways Joint Stock Company	Yale Law School
	Enel Spa		Motorola	Samsung Electronics	
			N M Rothschild	Santander Global Banking & Markets	
			Nasdaq OMX		
			National Australia Bank		

\*Source: IFLR1000's proprietary research database September 2009. Please note that future lists may vary.

## Appendix 2

### A selection of recipients of the IFLR1000 2010 Edition (\*):

A P Moller - Maersk	Banca Intesa	Cargill	Endesa	Kawasaki Heavy Industries	Qantas Airways
AB Lietuvos Energija	Banco BBM	Carlsberg Breweries	Erste Bank	KBC Bank	Qatar Financial CNTR Reg Auth
ABB Asea Brown Boveri	Banco De Espana	Carlyle	European Investment Bank	Koninklijke Philips Electronics	Qatar National Bank
Abbey National	Banco Espirito Santo	Caterpillar	Fedex.	Korea Exchange Bank	Qingdao Haier
ABSA Capital	Banco Santander	Cemex	Finmeccanica	Korean Air Lines	Raiffeisen Bank
Accor	Bank Austria	Central Japan Railway Company	Fitch Ratings	KPN Treasury and M&A	Renault
Acer Inc	Bank of China	Centrica	Foster's Group	Kraft Foods (Europe)	Resorts
Adecco	Bank of England	Ceske Radiokomunikace	Four Seasons Hotels and	Kroll	Romanian Government Ministry of Finance
Adidas	Bank of Ireland	Cesky Telecom	Fuji Electric Holdings	La Caixa Bank	Romgaz
Adobe Systems	Bank of Kyoto	China Citic Bank Corporation	Fuji Heavy Industries	Lockheed Martin.	Royal Bank of Canada
Aegon	Bank of Moscow	China Construction Bank	Gap	L'Oréal	Saint Gobain
AIB Corporate Finance	Bank of Nanjing	China Eastern Airlines Corporation	Garanti Bank	Lukoil	Samsung Electronics
Air China	Bank of New York Mellon.	China Eastern Airlines Corporation	Gazprom Russia Joint Stock	LVMH Moët Hennessy Louis Vuitton	San-AI Oil
Air France-KLM	Banque Nationale De Belgique	China Netcom Group (Hong Kong)	Gazpromneft Joint Stock	Macquarie	Sara Lee
Air Liquide	Barclays	China Telecom	GE	Magyar Telekom	Sberbank
Akamai Technologies	BASF SE	Citic Securities	GE Capital	Manpower	Schlumberger .
Akbank	Bayerische Hypo and Vereinsbank	Coca Cola	General Motors	Manulife	SEK
Allianz	Bbva	Commercial Bank of Dubai	Goldman Sachs	Marriott International	Siemens
Allied Irish Banks	Beiersdorf	Commerzbank	Grupo Iusacell	Mars	Singapore Airlines
Alpha Bank	Beijing Shougang	Compagnie Financiere Michelin	Hallmark	Mazda Motor	Smith & Nephew
Alstom	Belgacom	Credit Agricole Asset Management	Halyk Savings Bank of Kazakstan	Misys International Banking	Sodexo
Ambev	Bellsouth	Daimler	Hanjin Shipping	Mitsubishi	Sony Corporation
Amdocs	Bertelsmann	Danske Bank	Heineken	Mittal Steel Company	Standard Bank
American Express	BG Group	Deutsche Bahn	Henkel	Monsanto	Statoilhydro
American Mortgage Acceptance	BHP Billiton	Deutsche Bank	Hitachi	N M Rothschild	Svenska Handelsbanken
Anglo American	Blockbuster	Deutsche Lufthansa	Hokkaido Electric Power	National Australia Bank	Telekom Austria
ANZ Bank	BNP Paribas	Deutsche Post	Holcim	Nestle	Telekomunikacja Polska
Apax Partners	Boeing Capital Corporation	Dresdner Bank	Home Depot	New York Stock Exchange Group	Telekomunikasi Indonesia
Arcelor	Bouygues	Dubai International Financial Centre	HSBC	Nikon Corporation	Thyssenkrupp
Asahi Glass Company	BP	Dubai World	Hutchison	Nippon Light Metal	Total
AT&T	Bristol-Myers Squibb	E.on	Hypovereinsbank	Nippon Mining Holdings	Toyota Industries Corporation
Atebank	Brit Insurance Holdings	EDF	Hyundai Heavy Industries	Nissan Motor	Turkcell Iletisim Hizmetleri
Autorite Des Marchesfinanciers	British Airways	Elf Aquitaine	Hyundai Motor	Nokia	UBS
Autostrade	British American Tobacco		Iberdrola	Nordea Bank	Vattenfall Europe
Babcock & Brown	BT Group		Iberia Lineas Aereas De Espana	Old Mutual	Vivendi
BAE Systems	Caja Madrid		Icap	Osram	Vodafone Group
			Infineon Tech.	OTC	Wells Fargo Bank
			Investec Asset Management	Panasonic Corporation	Westfield Corporation
			Isuzu Motors	Petroleo Do Brasil - Petrobras	Xstrata
			Japan Airlines	Peugeot	Yahoo
			Julius Baer Holding	Pratt & Whitney	ZTE
			Kansai Urban Banking	Prudential	

\*Source: IFLR1000's mailing list September 2009. Please note that future lists may vary.