

## **Engaging the dragon: Asia Practice section of the Commercial Bar Association of Victoria**

For media release:

The recent decision of the Commercial Bar Association of Victoria (CommBar) to form an “Asia Practice” section signifies the growing importance of doing business with Asian companies and clients directly. The gradual shift of global economic power to Asia is a testament of things to come.

Engaging with Asia seems a distance at times to most Australian Barristers. The Asia practice section aims to not only open up new opportunities for Victorian Barristers with Asian expertise and experience but also to build new relationships and foster on-going relationships with Asian legal practitioners and Asian companies.

Asian companies have been investing significantly in this region over the years. However, due to a lack of understanding and confusion of services provided by the separate branch of the legal profession, including the lack of knowledge of the profile of Barristers, most Asian companies requirements for Australian legal expertise have been delegated to the large Australian legal firms’ Asian offices or via Australian legal firms. The new Asia Practice section of CommBar seeks to collaborate and develop business relationships with Asian companies and clients directly.

The Chairman of the Asia Practice section of CommBar, William Lye, said: “we will endeavour to reach out to these companies and the Asian legal firms who utilise Australian legal services and assist members to understand the ‘cultural intelligence’ needed to effectively represent Asian clients and help them to achieve their business objectives in Australia”.

The Asia practice section will provide a channel to promote CommBar members’ expertise not only in areas of litigation but also the capacity of its members to provide advisory services on commercial matters such as Banking & Finance, Building & Construction, Corporations, Regulatory issues, Intellectual Property, etc.

Asian countries of interest to CommBar members are not restricted to China and India. Countries such as Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, Taiwan, Hong Kong, Korea, Japan have already established business associations with Australia via their engagement in trade and commerce in this region.

The Asia practice section will also develop relevant topics and speakers pertinent to establishing and developing an Asia Practice, including arranging dialogues with Asian legal practitioners in areas of legal practice relevant to CommBar members.

For more information, contact William Lye at [wemlye@vicbar.com.au](mailto:wemlye@vicbar.com.au) or Roderick Tan at [roderick.tan@vicbar.com.au](mailto:roderick.tan@vicbar.com.au). The website of CommBar is at [www.commbar.com.au](http://www.commbar.com.au)