

# GLOBAL STRATEGY SHOULD BE TAILORED TO EACH JURISDICTION - ALLEN & OVERY

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## What is the best approach to meeting clients' needs around the world?

The type of jurisdiction determines the approach, according to Allen & Overy partner Charles Poole-Warren, who argues that a "one size fits all" strategy is not necessarily the most effective.

While it may make sense to be a full service firm in one jurisdiction, in others, close relationships with leading local firms may be the most beneficial approach. But the success of international strategies may depend on the availability of good lawyers on the ground.

"Global reach, local depth is our overarching mantra," says Poole-Warren. "We have to be a global firm, but we have to have local expertise."

How a firm obtain that local expertise depends on a number of factors including the strength of domestic firms, as well as the demands of clients.