

Client service excellence

With a strong presence across the Middle East, Eversheds Sutherland has made its mark in the region with its full service offering and unique approach to building client relationships.

As a global top 15 law practice and a recognised force in the Middle East region having recently being named Middle East Law Firm of the Year at the Middle East Legal Awards 2019, Eversheds Sutherland continues to make the Middle East a priority. Our unique holistic footprint in the region supported by a global offering, comprehensive legal advice, depth of resource and experience, enables us to deliver top quality support to clients.

A core component of our global offering is our relationship firm network. Each year we host a global relationship firm conference in a location where we have our own office; 2020's conference will be held in Dubai and as the host city, it re-emphasises that Dubai (and the Middle East) is a key part of the global agenda and strategy. The focus of the conference centres around client service excellence and hot topics.

We are heavily focused on client service excellence, regardless of where we are operating.

MANAGEMENT CHANGES

In January 2020, Paul Taylor was appointed as Managing Partner – Dubai. In Paul's new role he will lead our Dubai office, our largest office in the region in terms of head count, providing strategic direction working with senior management and the partners. In January 2019, Rebecca Copley was named Head of Litigation and Dispute Management Middle East. In the role, she manages the practices client offering for the region. Rebecca's new role

comes during a period of sustained growth for the global practice's disputes capability and as it continues to grow its regional presence and multijurisdictional capabilities. In May 2019, we announced the promotion of three to partnership: Hani Nassef (M&A – Dubai), Salam Zuhair (Litigation – Baghdad) and Mozahem Khalaf (Corporate – Baghdad).

A PURPOSE-LED ORGANISATION WITH A VALUES-LED CULTURE

In February 2019, we launched our new global purpose and shared values which sit at the heart of our culture, defining how we behave, individually and collectively, as we work to deliver on our purpose. Our purpose – 'helping our clients, our people and our communities thrive' – built on values of: collaborative, creative, professional, inclusive and open.

STRATEGIC APPROACH TO TALENT AND GROWTH

"We are committed to making Eversheds Sutherland a great law practice to work with and for. We continue to experience growth in revenue and the calibre of clients we are working with, and equally have continued pursuing a strategy focused on building on our quality of service and strengthening our full service offering," says Tawfiq Tabbaa, Middle East Managing Partner. Our focus has turned to Saudi Arabia, M&A, TMT and aviation – and embedding our new purpose and values with a particular focus on feedback and development, and innovative ways of working through technology.

Saudi Arabia: The Kingdom is going through a period of unprecedented and exciting change. We are at the forefront supporting development and change, working with both the public and private sectors. Over the last 36 months we have advised over 10 government ministries, departments and entities on Vision 2030 and related programmes. In 2019 we

advised, and continue to advise on 6 capital markets transactions; on the largest PPA project; and various cross-border M&A transactions. In addition, we focus our efforts on developing our people and supporting Saudisation including fostering young talent and empowering women in the work force. We have a strategy in place of having no less than 30 per cent of our workforce to be Saudi females; we are currently at 17 per cent.

Cross-border M&A: In the last 18 months, our regional cross-border M&A team (which is led out of Dubai) has advised on transactions valued in excess of USD6.5bn and have experienced a steady increase in the number of mandates which has resulted in the team growing.

TMT: The region's TMT practice continues to grow exponentially, with Nasser Ali Khasawneh leading the firm's global TMT sector from the Dubai Office.

Aviation: In growing demand of our expanding aviation sector clients, in September 2019, we appointed Hani Kurdi as partner, acquiring his successful aviation practice. He is a leading lawyer in aviation law, advising airlines on a wide spectrum of matters and spent six years as General Counsel for Royal Jordanian Airlines.

Feedback and development culture: A core part of our new values is our firm-wide feedback and development culture. We want to ensure we are delivering high quality service to clients, and retaining and developing high performing people; our feedback culture plays a vital role ensuring we understand what is expected and how we can elevate our performance to drive the business forward. Key to ensuring top quality service across the board is top quality people. We believe in developing our people through learning and professional development through our learning and development programme for our lawyers and operations teams which focuses on technical and business skills, as well as talent development.

Leading the way for smarter working: Innovation has been central to our strategy to be a leading law practice by 2020 – we define innovation as focused and creative change in service to our clients. Our service is about providing more than legal advice, it is about investing in the relationship and adding real value and benefits to our clients. As our clients' needs are ever-changing and in support of this, we formed a global



Paul Taylor

Rebecca Copley

Hani Kurdi

Salam Zuhair

Hani Nassef

Mozahem Khalaf

innovation team dedicated to working with clients to address their most pressing priorities through creative and innovative solutions, technology being a core area. The focus has been on driving excellent client service to the highest legal and commercial standards through a number of approaches, including leading on the building of world class global technology solutions.

In the last couple of years, we have demonstrated our commitment to creating a robust innovation pipeline and we now have over 40 technology products available. Our suite of legal technology spreads across our practice groups and sectors. We are proud to be continuing to invest in the latest technology to allow us to work smarter and more cost effectively for our clients. Examples of some of our platforms include: Idea Drop, an internal crowdsourcing platform to curate innovative ideas; legal technology solutions including CaseReady, Client Portals and ESLocate; and Client Conversations, an internal custom app that brings together key information of the firm.

In September 2019, we ran a firm-wide technology month called Techtember, which focused on upskilling employees on the platforms available. ➔