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Asia/Pacific Regional Meeting



TAGLaw Status

Asia/Pacific Regional Meeting



New Members & Affiliates

TRUST Advokat HB – Stockholm, Sweden
Williams & Anderson – Arkansas, USA
Abeng Law Firm – Douala, Cameroon
Holcomb Dunbar – Mississippi, USA
Coblentz, Patch, Duffy & Bass LLP – California, USA
Studio Legale Sutti – Croatia
*Talal Abu-Ghazaleh Legal – Jordan

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New Members & Affiliates

Talal Abu-Ghazaleh Legal

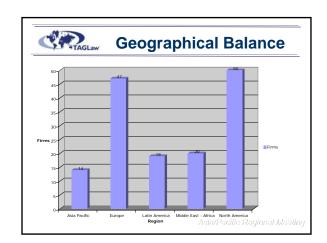
AFFILIATE OFFICES IN:

Jordan Morocco
Algeria Oman
Kingdom of Bahrain Qatar
Palestine Saudi Arabia
Kuwait Tunisia
Lebanon United Arab Emirates
Libya Yemen

Asia/Pacific Regional Meeting















TAGLaw on the Web

- http://www.TAGLaw.com
- Public Site "online brochure"
- · Members' Site database of TAGLaw member information
 - Biographies
 - Search engine
 - Specialty group pages including country summaries of practice areas



'06 - '07 Regional Meetings

Marketing and Specialty Group Conference

St. Petersburg, Florida European Regional Meeting Düsseldorf Warsaw, Poland

European Mini Conference

Brussels

US Regional Meetings

Midwest - Tulsa, Oklahoma Midwest - Des Moines, Iowa Western - Portland, Oregon Southeast - Nashville, Tennessee Atlantic – Hartford, Connecticut

Executive Seminar Series

January 19-20, 2007

March 10-11, 2006 February 2007

June 30 - July 1, 2006 June 2007

April 1-3, 2006 September 10-11, 2006 September 15-16, 2006 September 22-23,2006 January 26-27, 2007





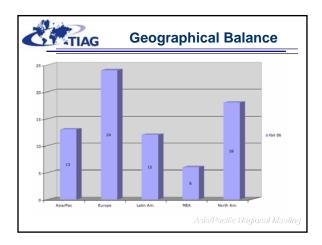
New Members

- T & R AG Bern, Switzerland
- KAP DsR Jakarta, Indonesia
- FINE Management Accounting Corporation Seoul, Korea
- S.K. Accountant Services Bangkok, Thailand
- OMA Professional Advisory Group South Africa
- Gutierrez, Contreras & Asociados, S.C. Guadalajara, Mexico
- Banaria, Banaria & Co. CPAs Philippines
- Revisionscentret Aabenraa A/S Jutland, Denmark
- UAB "Verslo apskaitos praktika" Kaunas, Lithuania
- Clarus Oy Helsinki, Finland
- Fitch Chartered Accountants Belfast, Northern Ireland
- Studio Truppa Medici Milan, Italy
- BrookWeiner L.L.C. Chicago, Illinois
- Corbin & Company LLP Orange County, California Greenstein Rogoff Olsen & Co. San Francisco South Bay Area, California
- A. Rebelo Consultadoria e Fiscalidade, S.A. Portugal

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TAGLaw
Marketing Strategy
&
2006 Initiatives



Marketing Goals

BRANDING:

To establish the TAGLaw brand such that TAGLaw is recognized by many of the small, medium and large corporations worldwide

MEMBER SUPPORT:

To support TAGLaw members by developing marketing programs that can be adapted and integrated by the firms into their individual marketing plans

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Marketing Activities '06 - '07

- o ACC Annual Conference
- o ACC Local Meetings
- o Brochures & Directories
- o Targeted Advertisements
- o PR articles in magazines

European Lawver

IFLR Banking Magazine

Bob Patterson and Patrick McKenna article

- o China DIY Seminar Material
- o January Marketing Conference

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New Initiatives



Executive Seminar Series

May 4: Individual Marketing Plans - completed!

June 8: Recruiting & Retention - completed!

July 12: Design Partner Compensation Places to Support Your Firm's Strategic Objectives – completed!

September 13: Human Capital, Not Human Cattle - completed!

STILL TO COME...

December 13: Creating Value as a Specialist

January 10: Topic TBD

Future Topic Ideas: Developing a Training/Learning Culture, New Partner Leadership, Client Selection and De-selection, Evolution of Practice Groups, Marketing is NOT a Department, Why Cross-selling is So Much Harder than it Sounds?, Active Listening: Its Role in Client Service & Business Development, Networking and Relationship Building

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Expertise Database Ken Mayers

Asia/Pacific Regional Meeting



Expertise Database

- Goal: simple to use with industry not professional data
- DB records members' industry experience by SIC code
- Records expertise in three levels
- Programming complete for test phase
- Go-live in next month
- Simple and fast on-line data collection from members
- · Can be easily modified as we gain experience

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China Focus



Why China is a Focus?

- ➤ Population 1.3 billion
 - 20% of World's population
 - 4x USA / 3x Europe
- > Huge commercial opportunity
- > Rapid economic growth
- ➤ Increased client demand for Chinese expertise



China Conference

- May 2007 in Beijing
- Prominent Chinese International speakers
- · Visit to factories, stock exchange, etc.
- · Agenda designed to make attendees China-savvy
- · Visit "Conference" page on TAGLaw and TIAG websites



Potential Speakers

- *Victor Chu, Chairman of First Eastern Investment Group
- Barry I Friedman Senior Commercial Officer, U.S. Embassy, Beijing
- Siva Yam President, US China Chamber of Commerce
- Managing Partner, McKinsey, Asia Pacific
- *Joe Kimmel, Baker & Daniels, China
- *Tim McIntee, Lindquist & Vennum, China
- *Russel Brown, Lehman Brown
- Ira Belkin, Director, Trade Facilitation Office, United States Embassy
- Ambassador Wu Jianmin, President of China's Foreign Affairs University, former Ambassador to France, the United Nations and the Netherlands
- *Ji Ching Lu, Baker & Daniels, China
- *Michael Chen: Dean and Professor of Law in Nanjing Agricultural University Department of Law
- Mark Cohen, Patent & Trademark Office, US Embassy
- Professor Wu Zhipan, Dean of Beijing University Law School
- *Angie Castille, Baker & Daniels
- *Frank Young, Haskell, Slaughter & Young



Opportunity for Members



Theme for Your 2007 Marketing

- China conference will provide PowerPoint Presentations, videos and speakers for firm seminars.
- · Impress clients and business community with new-found expertise
- · Differentiation vis-à-vis competitors



Summary

- > TAGLaw & TIAG in Very Good Shape
- > TAGLaw among the Top Networks in the World
- > TIAG now at 75 members
- > TAGLaw ACC Marketing Thrust for 2006
- > TIAG Expertise Database
- ➤ China Focus for 2007



Asia Pacific Regional Meeting

Manila, Philippines December 8-9, 2006

