

HERBERT SMITH FREEHILLS: THE FASTEST GROWING LEGAL BRAND IN ASIA PACIFIC

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Firm news

Herbert Smith Freehills has been recognised as the fastest growing brand in the [Acritas Asia Pacific Law Firm Brand Index](#) for 2017, firmly entrenching itself as one of the top three legal brands in the region.

Leading global brand research organisation Acritas found that Herbert Smith Freehills scored the biggest ranking rise by any law firm in the regional index this year.

The 2017 Index is based on 491 interviews with senior in-house counsel across 11 countries, collectively spending US\$1.8 billion on legal services each year.

Results showed that Herbert Smith Freehills had maintained its reputation as a litigation powerhouse and was also highly regarded by clients for top-level M&A, multijurisdictional work and high-value work.

"Asia and Australia are central to our firm's strategy and heritage and to our clients' businesses, and our goal is to deliver consistent, high-quality advice in every part of this region," said [Sue Gilchrist](#), the firm's joint Managing Partner, Asia and Australia.

"This great result vindicates our focus on this region in recent years, and reflects our people's hard work for our clients and the firm."

"We are also proud of our innovations in legal service delivery, such as new centres for our Alternative Legal Services (ALT) business in Shanghai and Melbourne," said Sue. "Our clients ask for top quality but cost-effective service, and we can deliver that through ALT."

The firm's joint Managing Partner, Asia and Australia, [Justin D'Agostino](#), continued: "The result also reflects our strengthened network in Asia. As well as investing in our existing teams, we've also opened new offices in Seoul, South Korea and, most recently, Kuala Lumpur in Malaysia.

"Last, but perhaps most critically, we have worked hard to create a one-team environment across Asia Pacific. Teams work together virtually and remotely to ensure that clients get the exact expertise and service that they require, regardless of where our people are based."

Herbert Smith Freehills' Chief Executive Officer Mark Rigotti explains the firm's strong performance [here](#). Further details of our ranking are available in Acritas' results video [here](#).

MORE DETAILS

Now in its fourth year, the Acritas Asia Pacific Law Firm Brand Index measures the brand strength of law firms across the following metrics: top of mind awareness, favourability, consideration for domestic and multi-jurisdictional top-level deals and litigation, use for high-value work by Asia-Pacific clients and inbound use for such work among international clients. The 2017 Index is based on 491 interviews with senior in-house counsel at organisations in 11 countries, collectively spending US\$1.8 billion on legal services annually.

Operating from 26 offices across Asia Pacific, EMEA and North America, Herbert Smith Freehills is at the heart of the new global business landscape providing premium quality, full-service legal advice. We provide many of the world's most important organisations with access to market-leading dispute resolution, projects and transactional legal advice, combined with expertise in a number of global industry sectors, including energy, natural resources, infrastructure, technology and financial services. www.herbertsmithfreehills.com

Herbert Smith Freehills has some 1,500 lawyers in Asia Pacific, advising clients on complex corporate, disputes and finance matters, currently from offices in Bangkok, Beijing, Hong Kong, Jakarta*, Kuala Lumpur, Seoul, Shanghai, Singapore and Tokyo, and in Australia, from Brisbane, Melbourne, Perth and Sydney.

**In Jakarta, Herbert Smith Freehills' international counsel practise alongside our affiliate firm, Hiswara Bunjamin & Tandjung, one of Indonesia's leading commercial and corporate law firms.*

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