



May 12, 2003

TO ALL PACIFIC RIM ADVISORY COUNCIL MEMBERS
PRIMARY CONTACTS and NEW ZEALAND CONFERENCE DELEGATES

Dear Friends and Colleagues:

Welcome back from New Zealand and PRAC's 33rd International Conference.

For early arrivals, Saturday afternoon's experience on the America's Cup racer NZ 41 was a marvellous treat. Sailing Auckland's harbour on a windy and sun filled afternoon proved a thrilling start to the program, and a great opportunity to meet our hosts and be re-acquainted prior to the welcome reception at Simpson Grierson's offices and dine-arounds later that evening. Sunday's light rain did not seem to detract from Auckland Harbour's scenic beauty nor did it dampen our enthusiasm as activities took us by jet boat to the Waiheke Island and luncheon at Mudbrick Vineyard.

Our business programme began Monday morning at the Heritage Hotel Auckland with Welcome and Introductions, followed by a Country Briefing presented by Simpson Grierson's, Philipa Muir.

The Marketing Group followed with a focused topic "Public Relations Importance to Law Firm Marketing", with an overview by Simpson Grierson's Marketing Director, Glenda McDonald, and case studies from Ray Batla, Hogan & Hartson (Washington); Ross Perrett, Clayton Utz (Australia); and Sivi Sivanesan, Rodyk & Davidson (Singapore).

Monday afternoon's luncheon was held at the Royal New Zealand Yacht Squadron where delegates were treated to a presentation by New Zealand sports commentator Peter Montgomery, New Zealand's voice of the America's Cup. Mr. Montgomery provided interesting insights into the history of the race and its impact on New Zealand.

One on One Meetings started the afternoon session followed by Practice Management. In its continuing series "Strategic Planning for Law Firms", the results from its Knowledge Management Survey undertaken earlier in the year were reviewed, with a closer look at Simpson Grierson's knowledge management approach as presented by Simpson Grierson's Knowledge Assets Director, Mark Jeffries. The group then discussed their second topic "Planning for the New Marketplace".

Monday evening's social program "Host Firm Dinners" took groups of delegates and accompanying guests into several Simpson Grierson partner homes and where we were wonderfully received. This is always such an honour for PRAC Delegates and guests and, judging by the positive comments, Simpson Grierson's home hostings were exceptionally pleasant for everyone. During the day, accompanying guests had the option of visiting the Waitakere Ranges and West coast beaches, or visiting the Auckland Museum.

Tuesday's meetings started with a Public Seminar which was well attended by local clients and invited guests. The topic "Taking New Zealand Biotechnology to the World Marketplace - a global perspective" featured PRAC speakers: Henry Wixon, Hale and Dorr (USA); Peter Shaw, Clayton Utz (Australia); Benoit Strowel, NautaDutilh (Belgium) and Sivi Sivanesan, Rodyk & Davidson (Singapore). Delegates and invited clients, guests learned from the PRAC speakers about ways to access international biotech markets. Panel discussions were lead by Simpson Grierson's Michael Sage and Dr. Anna Jellie.

Following a luncheon break, the business programme continued with the Litigation Group, whose topic "The Golden Rules of Negotiation" proved highly successful. Michael Klug, Clayton Utz (Australia), led this innovative and interactive workshop session which we talked about well after the session ended. It is interesting to note that the self-assessment worksheets revealed a majority of PRAC delegates are collaborative negotiators. Michael also found time during the conference to present his workshop at the Simpson Grierson offices for those SG attorneys who could not attend the PRAC session.

Tuesday's afternoon business programme continued with Projects/Energy which focused on "Impact of The Kyoto Protocol", with presentations from Ray Batla, Hogan & Hartson (Washington); Chris Fonteijn, NautaDutilh (Netherlands); and Elisabeth Welson, Simpson Grierson (New Zealand).

The afternoon closed with the Intellectual Property & Licensing Group which focused on "Recent Developments in Copyright Laws" with presentations from Takemi Hiramatsu, Asahi Koma Law Offices (Japan); Henry Wixon, Hale and Dorr (USA); and Earl Gray, Simpson Grierson (New Zealand).

Tuesday evening's Gala Pacific Dinner at Heritage Auckland's Grand Tearoom closed the Auckland portion of the conference with cultural music and entertainment, including a heart pounding Maori Haka tribute. PRAC's own Takemi Hiramatsu, Asahi Koma Law Offices (Japan) also honoured us with a musical interlude, which was well received and appreciated.

Tuesday's accompanying guests spent a day in the country visiting the south countryside and New Zealand's premiere thoroughbred racehorse farm and dairy farm.

Wednesday's business meetings started with the Conference Committee, followed by the Board Meeting (See Board and Committee notes below for details). The Auckland portion of the conference closed and delegates and guests travelling on to Queenstown departed.

Queenstown

After a day on our own during which PRAC delegates and guests took in the local scenery and optional activities (such as jumping or parasailing off bridges and cliffs, mountain climbing, trekking or flying over mountain ranges and speed boating through canyon rivers) the group met Thursday early evening for a tour and dinner at the Gibbston Valley Winery.

Friday's business programme was a hosted seminar "Developing Legal Areas in the Leisure Industries - Tourism, Events, Film and Sport". Simpson Grierson Chairman Rob Fisher (Auckland) presented the Professionalism of Rugby and focused on Simpson Grierson's role in developing New Zealand Rugby Football Union ("NZRFU") as one of its top ten clients by providing a wide range of services, including player contracts, sponsorship contracts, employment and intellectual property.

Simpson Grierson's Don McKinnon detailed "Building a Sports Law Practice, and focused on the key opportunities which have arisen in the main sports areas in which they are involved.

Next, Simpson Grierson's Deborah Fox provided insight into the entertainment industry including events and sponsorship, sports, theatre, film and television (production and financing). Delegates were treated to Simpson Grierson's marketing insight and efforts which have resulted in clients such as New Line Cinema, noted for the highly successful film series "Lord of the Rings", filmed and produced in New Zealand, and for which Simpson Grierson continues to serve as primary New Zealand legal counsel.

Finally, Peter Stubbs closed the seminar with a presentation on Simpson Grierson's marketing efforts and success in New Zealand's burgeoning tourism and events industry.

All of the presentations were insightful and well received by the Delegates. Following a question and discussion period, the seminar ended and the Queenstown portion of the Conference closed.

Board Meeting Notes

The Board Meeting on Wednesday morning attended to the business aspects.

Policy and Planning.

The Policy and Planning Committee (chaired by John Elder) reminded members to review the draft form of suggested framework for joint billing and to provide comments and or recommendations. The draft is available at the PRAC web site (Private Libraries) and, as comments are received, will be available at the web site.

The Policy and Planning Committee also reported on the consensus view, despite the lower number of attendees due to world events (SARS - 3 cancellations - Beijing, Malaysia and Hong Kong; war in Iraq - 2 cancellations - Mexico and Chile), that the conference was representative of a well balanced program, with excellent business and social activities intermingled, coupled with a high level of participation by the Host firm.

Membership

The Membership Chair (Patrick Sherrington) reported on the Thailand undertaking and after discussion, on unanimous approval of the Board, I am pleased to confirm that effective June 1 Tilleke & Gibbins International Ltd will join PRAC. Tilleke & Gibbins have expressed that they will be present in Vancouver in September. In the interim, I encourage each of you to express your welcome to our newest member of the PRAC family.

The Primary and contact information for **Tilleke & Gibbins International Ltd** is as noted below:

Primary Contact: David Lyman, Senior Partner (dlyman@tillekeandgibbins.com)

Address and Contact Information:

Tilleke & Gibbins Building

64/1 Soi Tonson

Ploenchit Road

Bangkok 10330 THAILAND

Phone: +66 2263 7700

Fax: +66 2263 7710

Web Site: www.tillekeandgibbins.com

Discussions ensued with respect to Brobeck's demise and replacements for California, beginning with San Francisco. A due diligence team (Patrick Sherrington, John Elder and Willem Sodderland) will undertake to provide recommendations to the membership prior to Vancouver's meeting. Primary Contacts are reminder with respect to providing comments to Committee Chair Patrick Sherrington .

Conference Committee

Vancouver - September 20-24.

A Preliminary Invitation Package was distributed to Delegates at check-in **and is available at the PRAC web site www.prac.org** .

There are several follow-up items being undertaken by the various practice groups. Obviously due to time constraints, not all groups will be meeting. Members are encouraged to contact practice group c-o-chairs to discuss topics for discussion and consideration by the Host Committee and PRAC Chair. Formal registration begins in June; in the meantime, members are requested to provide the **Early Indication Form (copy attached)** to Host Firm before May 31. **Additional information for this event is available at the PRAC web site** (Conference link) and will be forthcoming over the next few months.

Venezuela 2004- conference postponed

As discussed in New Zealand and in co-operation with our Venezuelan member firm, the Caracas conference has been postponed to a later date. In the meantime, we are thinking of our friends and colleagues at Hoet Pelaez Castillo & Duque and are hopeful for the country's best outcome in these difficult times.

Peru Lima/Cusco Date: May 2004

Member firm Muniz Forsyth Ramirez Perez-Taiman & Luna-Victoria has graciously stepped in to host April/May 2004's Conference. As of the date of this Report, the conference dates under consideration are May 15-19 or May 22-26.

Owing to the unique terrain of Peru, Peru's conference will take on a slightly different format. Included will be the cities of Lima and Cusco, with the main portion of the conference to take place at the Hotel Monasterio in Cusco. As many of you may naturally want to explore the region pre an/or post conference, and which travel requires detailed advance planning, we will distribute date details and additional information to the membership as it is confirmed so that you may start planning. Complete details will be available by Vancouver's hosting.

India New Delhi: Date: October 30-November 3, 2004

Member firm Kochhar & Co. has begun initial staging for New Delhi. Conference venues are currently under consideration.

PRAC Marketing

1. A reminder to follow up with your One on One meetings
2. Mention the PRAC web site (www.prac.org) in your firm's internal network
3. For purposes of the PRAC e-Bulletin which is published and distributed each month via email to Primary Contacts and Marketing Contacts, add Susan Iannetta's name to your firm's internal marketing email or mailing list (susan.iannetta@fmc-law.com). Deadline for contributions is the 15th of each month. Issues are available on line at the PRAC web site (e-Bulletin link). Primary Contacts are encouraged to distribute the e-Bulletin throughout your firm.
4. If you have provided contact information for your firm's practice group representatives, they will be added to the Contacts Matrix (available at PRAC web site).
5. 2003 PDF Directory on line at the PRAC web site.
6. Due to increased submissions to the monthly e-Bulletin, a Public Libraries section has been established at the PRAC web site to host larger member publications. Members wishing to contribute manuals or other timely publications should submit same in pdf format by email to S. Iannetta. Members are reminded that this new section "Public Libraries" will be open viewing for the public.

Nominating Committee

John Shirbin (Chair, Nominating Committee) reported the findings of the Committee undertaken earlier in the year. I am pleased to report that effective January 1, 2004 Osvaldo Marzorati, Allende & Brea (Argentina) will assume the role of PRAC Chairman, and Sivi Sivanesan, Rodyk & Davidson (Singapore) will continue as Vice Chair. Both Sivi and Osvaldo are well respected members of PRAC and we thank them both for their continuing guidance.

Other Business.

Conference Materials.

New Zealand conference materials (including photos) can be found at the PRAC web site (New Zealand Conference Materials link). Members are reminded of their private access information (example: user=asahi password=asahi8). Members are encouraged to send conference photos to Susan Iannetta (jpg format please) for inclusion in the conference photo album available at the PRAC web site.

Practice Groups Co-Chairs interested in securing a time slot for Vancouver's September conference, are reminded to follow up with host firm Richards Buell Sutton's Jeff Lowe as soon as possible to discuss your group's proposed agenda.

The New Zealand Conference will be remembered not only for its well-balanced programme, but also for Simpson Grierson's enthusiastic participation. It was in March, 1990 in the very early days of PRAC that we last visited our friends and colleagues in New Zealand. Since that time, there have been many changes, both for New Zealand and Simpson Grierson, who has doubled in size. We have left New Zealand with a better understanding of its country, its people and culture, and Simpson Grierson, much to the credit of the attorneys, their guests and Simpson Grierson staff who we met during our stay in New Zealand.

To the many Simpson Grierson attorneys, guests and staff members who gave up their daily practice to spend some time with us and whom we got to know, we gratefully acknowledge your participation and hope that you positively received as much from the PRAC experience as we did.

To the Simpson Grierson Host Committee Team, and in particular, Margaret Both, Rob Fisher, Glenda MacDonald, Rob McLean, Denis McNamara and Janice Milne, our heartfelt thanks for your efforts in organising a relaxed and successful conference. In particular, our heartfelt thanks for giving so much of your personal time to ensure our wonderful times in Auckland and Queenstown. Thank you again for allowing us into your homes and into the heart of your country and for making us feel so welcome.

Finally, my thanks to all delegates and accompanying guests for travelling to New Zealand and participating in PRAC's 33rd Conference. Your active participation is vital to the fostering and strengthening relationships and key to PRAC's continued success.

To our friends in the South Hemisphere, I wish you a wonderful winter; to those in the North hemisphere, a long and warm summer. I look forward to seeing all of you in Vancouver later this year.

Kind regards,

Jan Willem Sodderland
Chairman, PRAC

This report and NZ Conference Handbook and Materials, Group Photo and Photo Albums are available at the PRAC web site (www.prac.org) Private Libraries



PRAC Conference
KANSAS CITY • PORTLAND • SEATTLE • VANCOUVER
EARLY INDICATION FORM

Hosted By:



Vancouver, Canada
September 20-24, 2004

Formal Registration will be available June 1. In the meantime, please complete this form for preplanning purposes and return it to:

Richards Buell Sutton – Vancouver, by fax or email on or before May 30, 2003

Attention: Melissa Heywood
RICHARDS BUELL SUTTON
700-401 West Georgia Street
Vancouver, British Columbia, Canada
Tel: + 604 682 3664
Fax: + 604 688 3830
Web: www.rbs.com
Email: mheywood@rbs.com

Please check appropriate box below:

I plan to attend the Vancouver PRAC Conference from September 20-24, 2003

I will bring an accompanying guest(s) _____ (name)

If children will accompany you, please indicate name(s) & age(s) _____

Another member of my firm may also attend _____ (name)
_____ (email address)

I am unable to attend

Please provide the following information:

Title: _____ (Mr/Mrs/Miss/Ms)

Name: _____

Firm Position/Title: _____ Practice Area: _____

Firm: _____

Address (including Country): _____

Telephone: _____ Facsimile: _____

Email: _____