

UK Safety Law Firm of the Year - *Norton Rose LLP*



● Caroline May is Partner, Head of Safety and Environment, at Norton Rose LLP, the worthy winners of this year's UK Safety Law Firm of the Year. Acquisition International was delighted to converse with her about the all-important business matters.

There are number of issues currently facing Health & Safety and Environmental Law Firms, the biggest of which is budget costs. May noted, "Budget costs in the UK are reducing the resources of the regulatory authorities and placing more emphasis on self-regulation. At the EU level, there are ever increasing laws in this area which means clients need greater assistance with interpretation."

The firm exploits to the maximum its ability to act globally in the M&A market, "Our global platform with offices in Asia, the Middle East, Far East and North and South America give us a truly global footprint. The Norton Rose Global brand helps us market effectively overseas and our reputation as specialists helps us to attract high quality work," May explained.

May has led her Firm through challenging market conditions to emerge as the leading player in the field about the challenging economic milieu, May stated, "We are managing costs very closely and working flexibly with our clients to deliver cost management and focused results."

Teamwork has undoubtedly been the major factor in their assured performance. On this subject, May reflected, "We operate as a close team and work together on a daily basis with our colleagues and clients. We have regular meetings and know-how sessions and we socialize as a team with all team members included. We all enjoy this area of law and are genuinely interested in it. We enjoy sharing our experiences with clients and colleagues."

The firm is also working hard to ensure they are firm contenders to win the award next year. "We are working with our international colleagues more closely to build a truly global brand, emphasizing that we are experienced, pragmatic, tenacious and commercial to all potential clients."

With the legal market changing fast, May believes that the result will be, "Increased

competition and costs pressure, but many new opportunities. But the Norton Rose Group is well placed to respond to market conditions and we believe a global elite of law firms will emerge which will include ourselves."

Over the next few years, the firm will change shape, and expand to recruit new members.

“Yes, we will definitely be recruiting. We believe that the team and the firm will see an increased demand for services over the next 3 years and we will need to recruit top quality candidates both internally and externally to meet demand.”

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Transfer Pricing Firm of the Year: New York - *Peters Advisors LLC*



● Proud winners of this year's Transfer Pricing Firm of the Year: New York are Peters Advisors LLC. It was Rob Hearne's great pleasure to catch up with Founder and Partner Dan Peters to reflect on the key to their successes and ambitions for the future.

Peters began by thanking the readers for the accolade, commenting that it was,

“Satisfying to know that our clients appreciate the approach we take and the outcome of our work.”

The firm does not depend upon the transactional market. "Instead," Peters affirmed, "we are driven by internal restructurings to help our clients manage risk and achieve financial objectives."

In terms of the team culture which has shaped the success of his company, Peters responded, "Team culture is not really applicable to us – we are a small team of highly experienced

technical experts who work independently with outside consultants, lawyers, and in-house personnel. Our ability to work flexibly depending upon client requirements is critical to our success."

This technical experience is the result of the vast amount of experience in the company, of which Peters is the most seasoned performer. He is confident that his company will stay at the top of the league next year, explaining that they "will continue to service clients and approach the technical aspect of our profession the same way each year."

These tried and tested methods include dealing with each client in the most pragmatic fashion possible. "We believe the obtaining the best results for our clients in an efficient manner will ultimately be most rewarding for us."

With the global market experiencing difficulties and uncertainty at the moment, Peters Advisors LLC looks set to maintain a measured and cultured path. He highlighted that "the combination of experience, expertise and fair pricing –combined with our results-oriented

approach - give us an advantage in any type of marketplace."

Ever pragmatically minded, Peters understands the value of the work practices that have served him so well in the past, "We will continue to recruit like-minded professionals and expand our business judiciously to serve our clients."

Further, he advised others to have patience and confidence in their working practices, advocating an "if it ain't broke, don't fix it" work strategy. "My advice is to keep doing what you do how you do it – that will ensure continuing success." Given the plaudits he has received from our readers in the last year, we wouldn't expect the decorated team to change course now and fully expect them to be strong contenders for next year's prizes.

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