

# B2B: Global Influence Comes From Local Connections

By [Ivan Trifonov](#)

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**Ivan Trifonov**  
Office Managing Partner  
Squire Patton Boggs Moscow LLC

International markets for goods and services have become interdependent by now. Advisory services are no exception and the globalization of international legal firms is obvious proof of this trend.

International legal and regulatory environments are overlapping as economies converge and industries spread across borders. Increasingly, trade agreements are driving integration and informing public policy. Within nations, the public and private sectors are also working more closely together. In this complex environment, they need access to relevant information and astute advice, either within their own jurisdiction or across multiple locations. Locally, regionally or globally, they need inspired insights that will enable them to understand and navigate the shifting landscapes they operate within.

Users of advisory services are increasingly often looking for not only advice on certain jurisdictions or branches of law, but also for considerably more complex legal strategies based on an in-depth understanding and analysis of legal risks. In essence, high-quality legal services cannot be provided nowadays without due account for political and business considerations.

Many of the risks at issue are new and require a large amount of preliminary "homework" to be done by advisors. Significant achievements are made by teams of professionals working on a "single firm" basis with immediate access to almost any jurisdiction.

This is one of the drivers behind the global partnership trend that enables rapid and effective recognition of tangible needs faced by clients. This is a major, albeit not the only, contributor to effective performance on the legal services market.

The modern legal services market is complex, and success can only be achieved if global

players are able to demonstrate a high level of understanding processes underway in international law and national legal systems to potential clients.

The announced combination of two prominent international legal firms reflects the market globalization process. Squire Patton Boggs has come together to combine the strength, influence and resources of Squire Sanders and Patton Boggs.

Together, both Firms collaborate effectively across a diverse range of local, regional and international markets, business models and practice areas. The combined firm is able to serve private and public organizations, from Fortune 100 and FTSE 100 corporations to emerging companies, public-private partnerships and local and national governments.

Professional liaison with foreign governments is an increasingly marketable product. Considering the geography of Russian and global business developments, sound local market positioning enables proper protection of investment and understanding of local regulatory, business and social environments.

We are confident that our combination gives us a powerful new platform on which to maximize relationships and open doors for each and every partner, colleague and client.

Each Firm has earned recognition before the combination. Patton Boggs was founded 50 years ago. Its innovative expertise has brought legal experience and lobbying know-how to government and business leaders around world. Squire Sanders was recognized as one of the industry's leading global law firms with practice and industry experience in key financial markets spanning in Americas, Europe, Asia — Pacific and the Middle East.

The merger will result in a broader and deeper offering in areas such as corporate, complex litigation, investigations and white collar defense, intellectual property, public policy, regulatory, capital markets, labor and employment restructuring and insolvency, real estate, sovereign representation, tax, public and infrastructure finance.

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