

BCTG ● AVOCATS

PRESENTATION TO

INSO S.P.A

JUNE 2019

AUGUSTIN NICOLLE – HUGUES VILLEY-DESMESSERETS



Founded in
1970

40
lawyers

9
partners



Advisory

Litigation



Corporate — Mergers and Acquisitions



Distribution — Competition — Contracts



Employment Law



Intellectual Property — New Technologies — IT & Data



Public Business Law — Environment



Conflict Resolution — Arbitration — Mediation

Sectors

Retail & e-commerce
Renewable energy
Media — New Technologies
Industry — Raw Materials
Pharmaceutical & Life Sciences
Telecommunication services
Logistics — Facility
Management services

**Our
clients**

International companies
Mid-market companies

BCTG IDENTITY

➤ DYNAMIC BUSINESS APPROACH

➤ INTERNATIONAL PRACTICE

➤ ONE STEP AHEAD

A LAW FIRM WITH A DYNAMIC BUSINESS APPROACH

❖ A legal expertise dedicated to business with a focus on strategic advices

- Close relationship with operational teams in the support of in-house legal teams to perfectly understand the clients activities and their challenges
- Cooperation with high level experts (economic expert / environmental expert / IT expert)
- Ability to offer assistance both in transactional works as well as in judicial proceedings

❖ A pragmatic approach tailored to clients' specific needs

- Not only point out risks but come up with creative and expert solutions that can be understood and applicable in the course of the business
- Be able to follow innovative businesses and understand the new legal concerns faced by the clients
- Always provide clear and short advice / guidelines that can be forwarded straight away to the business
- Offer secondment services

❖ Focus

- Implementation of a team of both commercial and labour law lawyers to organize a client's defense before the commercial courts in relation to the execution of employment courts decisions granting to several employees asbestos damages
- Advise and assist our clients in mediation process in commercial, civil and employment law judicial proceedings
- Secondment currently at a generic laboratory (Teva) and a cosmetic company (Caudalie)
- Cooperation with an external CIO/IT expert in the frame of the compliance with the GDPR of an independent telecom operator

A LAW FIRM FOCUSED ON INTERNATIONAL PRACTICE

❖ BCTG Avocats is a strong and historical support to major French and international groups

- Part of the BCTG "DNA"
 - founding partners resolutely oriented towards international market
 - most partners having grown up in this environment
 - significant international clients
- Dedicated to advise and assist:
 - foreign companies in their implementation and development in France
 - French international companies in their projects in foreign countries
- Geographical zones of competence
 - a dedicated partner in key geographical areas (USA, Europe, Western Africa, Japan and Korea)
 - network of partners/best friends law firms in these countries
 - active member of a EU lawyers' network implemented by and wholly dedicated to one specific client (the "Alliance")

❖ Focus

- Numerous day-to-day legal assistance of US or Asian clients (Nike, Dai Nippon Printing, Samsung, Suntory Beverages, Flextronics, G-Star, etc.)
- Implementation of a compliance program (competition, anti-bribery) for a French affiliate of a major Japanese beverages group
- Crisis management in relation to a strike threat for a Korean company implemented in the French retail sector
- Sale of a listed French petroleum company, having its assets in Western Africa, to the Indonesian national petroleum company

ONE STEP AHEAD (1/3)

❖ Intervention in innovative businesses and a strong experience in dedicated sectors

- E-commerce and e-marketing
 - 
 - 
 - 
- Digital and data
 - 
 - 
 - 
- Pharmaceutical and Life Sciences
 - 
 - 
 - 
- Renewable energies – law firm leader on the French market
 - 
 - 
 - 
 - 
- Retail and Luxury
 - 
 - 
 - 
- Food
 - 
 - 
 - 
- Industry and Services
 - 
 - 
 - 
 - 
 - 
 - 

ONE STEP AHEAD (2/3)

❖ Multidisciplinary approach

- Implementation of a "digital law" task force consisting of lawyers from different practice groups aimed at anticipating new legal issues and perspectives in our field of practices
- An Energy team with both Public law and Transactional lawyers, leader on the French market, with a recognized expertise on industrial projects
- BCTG has a strong litigation tradition and belief in litigation practices to better advise its clients

❖ Focus

- *Advising a major cosmetic French actor before the French Supreme Court, with the assistance of a law teacher, regarding the lawfulness of marketplace Restrictions*
- *A dedicated multidisciplinary team to assist clients on the GDPR application involving IP & HR*
- *Organization of the "Rendez-vous du Numérique", a quarterly meeting where BCTG team shares with clients and attendees regarding the latest trends and legal news in digital (ie. geoblocking / blockchain/DPO)*

ONE STEP AHEAD (3/3)

❖ Knowledge sharing

- Internal weekly meetings to exchange on current files and legal issues
- With clients through trainings, regular events and newsletters
- With other legal experts such as professors of law in order to anticipate and contribute to the evolution of law and case law

❖ Legal monitoring and government affairs

- Regular contacts with EU/French administration in order to anticipate changes in legislation and to contribute to draft regulations
- Membership in different professional organizations to represent and defend client interests (SER, APRAM, INTA, AJA, etc.)
- Strong lobbying experience with respect to renewable energies

❖ Focus

- BCTG contributed to the report of the European commission on e-commerce
- BCTG regularly collaborates with the French economic ministry and with the French health ministry on new regulations:
 - decree on digital advertising
 - ordonnance regulating "anti-gift" practices in the pharmaceutical sector (with the aim to defend generic laboratories)
- inter-company loans (with the aim of promoting more flexibility to allow such practices)
- decree on promotional activities

CALCULATION OF THE FEES

—

CALCULATION OF THE FEES

BCTG Avocats undertakes to control the fees in a way that allows its clients to have a good view on the budget, in complete transparency.

BCTG Avocats usually addresses the invoices to its clients on a monthly basis.

Our fees are usually based on the hourly rates applied by our firm which are the following:

Lawyer	Standard hourly rate (tax excl.)
<i>Partner</i>	EUR 430
<i>Counsel</i>	EUR 320
<i>Associate</i>	EUR 280
<i>Junior associate</i>	EUR 200
<i>Legal assistant</i>	EUR 80

Depending on the relationship to be entered into with the client, BCTG Avocats may also invoice in the basis of a single middle rate (*blended rate*) at EUR 290 (tax Excl.), without regard to the level and/or seniority of the contributor.

Eventually, BCTG Avocats is able to invoice its clients through various softwares and/or web portals, such as Serengeti.

CALCULATION OF THE FEES - ALTERNATIVES

Several alternative calculation mechanisms may also be explored:

- ❖ **Fixed amount ("forfait")**
 - When and if possible
- ❖ **Decreasing hourly rate**
 - Depending on the volume of the services that are required by the client on the same financial year
 - For instance, a 10% discount after the 500 first hours, a 20% discount after the 1,000 first hours, etc.
- ❖ **Success fee**
 - Calculation to be initially agreed, depending on the services to be provided, or/and at the client's sole discretion
 - To be agreed always in addition to a flat fee or a hourly rate-based fee (French bar rules requirement)
- ❖ **Unlimited subscription**
- ❖ ***Or any acceptable method suggested by the client***

BCTG • AVOCATS

14, avenue Gourgaud - 75 017 Paris
T +33 1 44 15 61 00 - F +33 1 44 15 91 81
bctg@bctg-avocats.com

www.bctg-avocats.com
