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***Law360* Turns to Bruce Lubin for Insight on Expanding into Latin America**

In the *Law360* article “Strategies for Law Firms Leaping into Latin America,” Senior Managing Director [Bruce Lubin](#) describes the considerations firms must take before expanding below the border, as well as the many rewards that come with expansion. As Latin America grows rapidly, setting up shop in emerging markets like Brazil or Mexico can better position law firms to work more closely with their international clients.

Mr. Lubin explains that firms must have a solid strategy in order for expansion to be effective. Major law firms, such as Hogan Lovells and Jones Day, have found success by merging with already existing Latin American practices, both full service and boutique. Before making the move, law firms should familiarize themselves with cultural barriers that vary from country to country, like business regulations, labor laws and contract enforcement. For example, Bogota, Colombia is an appealing location for some firms because of its simplified regulatory procedures.

Latin American expansion is not a quick or easy process; Mr. Lubin estimates that it takes three to five years before profits materialize. “Building a presence in Latin America will not succeed if it starts out as a hasty decision to replicate what other law firms have done,” says Mr. Lubin. “Rather, the payoff can be generous for firms that take a long-term approach; understand the costs and regulatory landscape; and, most importantly, understand the importance of cultural acceptance and integration.”