

Advent in Asia push

DEBBIE GUEST

INNOVATIVE firm Advent Lawyers has opened its first international office in Singapore after attracting global clients keen to take advantage of an approach it says is cost effective and of high quality.

Speaking from the new Singapore office this week, chief executive John Knox told *The Australian* that expanding into Asia had been his plan since founding the firm in December 2008.

"It's turned out the way we'd hoped. We've managed to attract a global and international client base. Many of them have regional headquarters in Singapore and a large presence in Asia, so it makes sense that we have an

office up here," he said. "(Singapore is) innovative, a major regional business centre and home to some of the finest lawyers in Asia.

"It also has a first-class legal system and gives us ready access to some of the world's fastest growing economies such as Malaysia, Thailand, Vietnam and Indonesia."

Advent charges fixed fees, and senior lawyers who have in-house experience work from within the client's office.

Mr Knox said the firm was able to offer clients quality work but at a cheaper rate than the top-tier firms.

"Reduction in costs comes from the fact we're not a partnership structure, we don't have an art collection, a barista and all those things a big law firm does."