



# Primerus

*The World's Finest Law Firms*

## 2013 Primerus EMEA & International Conference

Barcelona, Spain

May 30 – June 1, 2013

### Thursday, May 30, 2013

7:30-9:00 Leadership Dinner (Institute Leadership Only)

### Friday, May 31, 2013

8:30-11:00 **Strategic Meeting of the (6) Chairs and Vice Chairs of the Regional Institutes, 3 Chairs of the international practice groups, 3 Chairs of the US Institutes with Primerus Staff(3)**

- Balz Hoesly, Esq.  
(MME Partners – Zurich, Switzerland)

11:00-12:00 **Meeting of the Regional Institutes (Asian Pacific, LATAM, EMEA)**

12:00-12:30 **Break**

12:30-14:00 **Lunch**

14:00-14:15 **Welcome**

- Balz Hoesly, Esq. (MME Partners – Zurich, Switzerland)

14:15-14:45 **Introduction of Members and Firms**

- Balz Hoesly, Esq. (MME Partners – Zurich, Switzerland)

14:45-15:15 **Primerus Update**

- John C. "Jack" Buchanan, Esq. (Primerus – Grand Rapids, MI)

15:15-15:30 **Break**

15:30-17:00 **Strategic Update: Reflections on the Morning Discussions**

- John C. "Jack" Buchanan, Esq. (Primerus – Grand Rapids, MI)
- Balz Hoesly, Esq. (MME Partners – Zurich, Switzerland)
- Eckart Broedermann, Esq. (Broedermann Jahn – Hamburg, Germany)



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## **Friday, May 31, 2013 (Continued)**

- 17:00-18:00      **Meetings of the International Practice Groups (International Transaction Practice Group, Outside Corporate Counsel Group, International Arbitration & Litigation)**
- 19:30              **Dinner at El Principal**

## **Saturday, June 1, 2013** **(Management of Quality of Legal Work)**

- 8:50-9:00        **Day Two Welcome**
- 9:00-9:30        **What is quality: Objective quality and “sensed quality”? How to measure quality**
- Dr. Bruno Mascello, L.L.M (University of St. Gallen – St. Gallen, Switzerland)
- 9:30-10:00      **Tools for the management of legal quality**
- David Villadolid, Esq. (Burch & Cracchiolo, P.A. – Phoenix, AZ)
- 10:00-11:00     **The Clients’ Perspective**
- Balz Hoesly, Esq. (MME Partners – Zurich, Switzerland)
  - Eckart Broedermann, Esq. (Broedermann Jahn – Hamburg, Germany)
  - Dr. Bruno Mascello, L.L.M (University of St. Gallen – St. Gallen, Switzerland)
  - Kenan YILMAZ (KOÇ HOLDING A.S. – Istanbul, Turkey)
  - Martin Daun (Krupp Marine Systems GmbH)
  - Josep Maria Puig (Ulled Asociados – Madrid, Spain)
- 11:00-11:15     **Coffee Break**
- 11:15-12:00     **The Law Firm’s Perspective: Senior Partners Panel**
- Jonathan Pearce, Esq. (Marriott Harrison – London, UK)
- 12:00-12:30     **Q & A – Discussion and Wrap Up**