

# Press Release

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## Baker & McKenzie Ranks among Top Two Firms in Asia Pacific for Innovation in Financial Times Asia Pacific Innovative Lawyers Awards Baker & McKenzie Pharmaceuticals MapApp wins Most Innovative in Technology

Asia Pacific, 12 June 2015 – Baker & McKenzie has been recognised as one of the leading innovative law firms in Asia Pacific, as ranked in the 2015 Financial Times Asia Pacific Innovative Lawyers Report. Ranked in the top two international firms in Asia Pacific for innovation, the Firm was recognised for providing market-leading solutions in the business of law, finance and corporate and commercial fields, and helping clients grow and expand into new markets. The Firm also received a "Standout" rating and won the "Most Innovative in Technology" Award for developing the Asia Pacific Pharmaceuticals and Healthcare MapApp, a mobile phone application delivering real-time updates to life sciences clients on smartphones and tablet devices.

Baker & McKenzie's Asia Pacific Banking & Finance School, an annual event bringing together the Firm's lawyers and clients for professional development on critical issues, was highly commended in the Report. The Firm also received a number of commendations for significant deals executed for clients and for its work in driving market understanding about the forthcoming ASEAN Economic Community.

Bruce Hambrett, Chairman of the Asia Pacific Regional Council said, "Our Firm has a matchless history of innovation, since its inception as the first global law firm in 1949. We were the first to operate in the Asia Pacific region, more than five decades ago. We continued to break new ground this year, as the first, and to-date, only international firm to open a Joint Operation in the Shanghai Free Trade Zone. Being ahead of the curve is one of our core values."

Ben McLaughlin, Asia Pacific Head of Pharmaceuticals & Healthcare added, "We're delighted to receive this client and industry recognition for our Asia Pacific Pharmaceuticals & Healthcare MapApp. The MapApp that brings together industry developments, product information and regulatory updates in a single platform, delivering these in real-time. It was developed with the expertise of more than 180 lawyers advising clients on pharmaceuticals and healthcare issues, some of whom are qualified as medical practitioners." More than 400 clients are using the MapApp, which is available to download from [iTunes](#).

The Financial Times Innovative Lawyers report is available [online](#).

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## About Baker & McKenzie

Founded in 1949, Baker & McKenzie advises many of the world's most dynamic and successful business organizations through more than 11,000 people in 77 offices in 47 countries. The Firm is known for its global perspective, deep understanding of the local language and culture of business, uncompromising commitment to excellence, and world-class fluency in its client service. Global revenues for the fiscal year ended 30 June 2014, were US\$2.54 billion. Eduardo Leite is Chairman of the Executive Committee. ([www.bakermckenzie.com](http://www.bakermckenzie.com))

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