

# LEADING LADY IN LAW

Rindala Beydoun, managing partner of Tribonian Law Advisors (in association with Rindala Beydoun legal consultancy) speaks to *the Oath* about her recent challenges and vision of setting up her boutique law firm and shares her views on the GCC market.

She's confident, passionate and inspiring. Thanks to her vision and hard work, Rindala Beydoun, founder and managing partner of Tribonian Law Advisors, (in association with Rindala Beydoun legal consultancy) TLA has been named by Chambers Global as one of the leading lawyers in Corporate/Commercial in the United Arab Emirates from 2008-2012.

Beydoun was born in Lebanon. At the age of 17 she left the Middle East for the US where she attended the University of Michigan, then Duke University law school. Almost twelve years ago, she decided to head to Dubai to work in this booming emerging market, where she's been ever since. She started her ME career working for Al Tamimi before going in-house at MasterCard. She then joined Vinson & Elkins LLP in 2003 and was made partner in 2008.

After wearing the international hat for many years and gaining significant experience in the Middle East, Beydoun set herself a goal to open her own boutique law firm. Her dream came to reality last December when she successfully set up her firm, with offices in Dubai and Beirut.

"The financial downturn that hit the world in 2008 has undoubtedly left a massive impact on the global market," she says. "Similarly legal firms in Dubai have

and are still experiencing the after-effect. Strictly speaking about the market in this region, I could see many of my clients, while I was working with multinational firms, unable to afford our services.

"This was one of the main reasons which triggered the thought of opening up my own firm. Although I'm thankful for the experience and training I've received

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wearing the international hat, I wanted to make a difference in the market doing what I do best – providing high-calibre legal service to my clients but at competitive rates.

"I came up with the idea of setting up TLA. It is what I like to call, a new generation of law firm, shaped in response

to today's client needs for top-notch legal advice at fee levels that also reflect the realities of the market. We opened doors last December, with offices in Dubai and Beirut, offering our services in various corporate transactions, including mergers & acquisitions, joint ventures and partnerships, private equity and corporate reorganisations. Although we are now a corporate boutique law firm, I aim to branch out into finance, capital markets and eventually energy.

"The challenge in setting up your own boutique law firm is finding and recruiting the right partners and associates. Although I have been approached by many individuals who wanted to join us, I was quite meticulous in recruiting my lawyers. We now have three associates. Carlo Pianese, a highly qualified professional with whom I have worked before has recently joined us as a partner. He's joining us from Vinson & Elkins LLP. The right resource mix at TLA, made up of professionals who have transcended the mix of international standards and local experience, is fully tailored towards our client requirements to ensure that any evolving needs are catered for without any constraints.

"Finding the right people to work with is a major element to a successful boutique law firm. Another aspect is client relationships – building strong and close working relationships are a huge part of

why our clients work with us. We are dedicated to their needs. Our lawyers are hands-on rolling up their sleeves by reviewing every draft before it goes out and attending all negotiation sessions. After all, passion, dedication and commitment lies at the heart of every successful business," states Beydoun.

As managing partner, Beydoun specialises in cross-border mergers & acquisitions and dispositions, real estate development and asset purchases, without mentioning a variety of corporate transactions. She's also experienced in advising on restructuring and reorganisation matters in the ME and internationally.

Beydoun proudly speaks about her involvement in some of the major corporate transactions, including Vitol, one of the largest and most successful energy traders. She also represented the Emirates Securities & Commercial Authority, Rasmala Holdings Ltd, Majid Al Futtaim, Catalyst Private Equity, shareholders of Gulmar amongst others. Amongst her achievements, she is the former executive vice president and member of the American Business Council in Dubai, and is a member of the State Bar of Michigan, American Bar Association and the Executive Women Group. She currently chairs the Dubai chapter of Lebanese International Finance Executives (LIFE).

Sharing her thoughts on the legal landscape in the GCC, "The market here is seen by so many as a thriving market. There are many opportunities for growth and development making the GCC one of the busiest markets. The mid market continues to be the driver for growth in the region with opportunities across many industries and sectors.

Without holding back, Beydoun states, "All the opportunities are here and the UAE is a great place to be, with Dubai being recognised globally as a business hub. As a boutique law firm, I am happy to say that we have been well received by the market and we have been assisting our clients on a range of transaction both in the region and outbound into the US and Europe. Both Carlo and I have worked for many years with top-notch international firms and are working hard to build a top-notch regional firm that offers the same level of service and quality. we aim to bridge the gap between international full service law firms

