



2026 Research Webinar

Your research questions answered



Before we start...

- Full screen mode is at bottom right
- Please feel free to submit questions anytime, I will be answering them at the end of the presentation
- Don't have to take notes – the slides are available for you to download and a recording of the webinar will also be uploaded
- [Research Guidelines](#) available online
- Please feel free to provide feedback and rate the webinar
- Enjoy!



Webinar Outline



Introduction to *asialaw*



Research 2026 Guidelines – Submission Process



Collaboration with IFLR1000



Research Methodology



Research Timeline



asialaw 2026 Awards



Q&A Session



Introduction to *asialaw*



Introduction to *asialaw*

- ***asialaw*** produces comprehensive news, information and rankings analysis of leading regional and domestic law firms in Asia.
(Please note: It's just 'asialaw' now! Not 'Asialaw Profiles')
- We provide up-to-date information and analysis of law firms in 20 jurisdictions, covering up to 14 sectors and 14 practice areas.
(Please visit our [website](#) and see what industry sectors/practice areas we cover in each jurisdiction)
- We also publish awards shortlists and winners recognising the best firms in Asia, and highlights the best firms and lawyers delivering client service excellence in the region.
(Please visit our [website](#) for awards categories)



Our research team

Kelsey Li – Japan, Kazakhstan, Macao SAR, Malaysia, Philippines, South Korea, Sri Lanka, Thailand

Candice Mak – India, Indonesia, Maldives, Singapore

Red Hong – Brunei, Cambodia, China, Hong Kong SAR, Laos, Mongolia, Taiwan, Vietnam

Please visit our [contact page](#) for contact info!



What makes us different?

Annual Publication

Published online in October each year – this year will be the 31st annual edition.

Comprehensive Coverage

Provides analysis of 14 sectors and 14 practice areas across 20 jurisdictions in the region.

Authoritative Guide

Reports on the most important matters, transactions and disputes in the region and provides a succinct and authoritative guide to the leading law firms and some of their key individuals.

Regional Focus

The only guide that focuses exclusively on regional and domestic law firms and lawyers in the region.

Firm Insights

Short, targeted questionnaires allow firms to provide information about their work highlights.

In-depth Analysis

Analyzing information along with extensive interviews with practitioners and clients to produce ratings of leading law firms and lawyers.

Comprehensive Editorial

Our market-leading editorial contains extensive analysis of the key players and deals, as well as quotes from leading clients.



Research 2026 Guidelines: Submission Process



Submission guidelines: How to submit

To take part in our research simply:

- Download our [Research Form](#) and [Client Referees Form](#)
- Complete the form(s)
- Upload them to our [Legal Benchmarking Group Accreditation Portal](#)

The submission deadline is 10th April 2026.

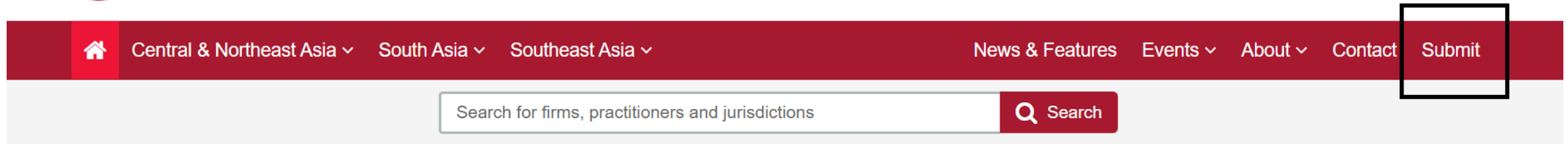
Late submission of client referees will not be accepted regardless of any reason.



Legal Benchmarking Group Accreditation Portal



The definitive guide to Asia's leading law firms and lawyers



To submit/create an account, simply go to our [website](#) and click the 'Submit' button on the right-hand side of the menu bar.



Submission Guidelines: Research Form

✓ **Download Latest Version**

- Use only the 2026 research form
- Previous versions will not be accepted
- Forms available on our online portal

✓ **Maintain Form Integrity**

- Keep all sections intact
- Leave fields blank if not applicable
- Do not modify or delete any sections

✓ **Submission Requirements**

- Submit separate forms for each practice area/industry sector
- English language only
- Complete all relevant sections
- Submit in original file format

Important Note:

The most recent version you upload will be considered final.

Please notify our research team when submitting an updated version.



Submission Guidelines: Work Highlights

✓ Key Case Requirements

- Submit up to 20 highlights per practice area
- Include 3 award nominations within these 20
- List in order of significance (#1 being most important)
- Cover work from past 12 months only

✓ Content Format

- Mark confidential information in **RED**
- Clearly indicate partial/full confidentiality
- Format: Bold for emphasis (avoid ALL CAPS)
- Keep descriptions concise and focused

✓ Essential Details

- Explain your firm's specific role
- Highlight complexity and innovation
- Demonstrate market significance
- Ensure relevance to [Ranking Categories](#)

✓ Practice Area Guidelines

- Refer to [Practice Area/Sector Definitions](#)
- Submit only within relevant categories
- Note: General Business Law covers all areas in smaller jurisdictions



Submission Guidelines: Client Referees

Essential Requirement:

- ✓ Client name
- ✓ Company name
- ✓ One valid email address in each cell

Submission Process:

- Submit through online portal
- Deadline: April 10th
- No practice areas or lawyer details required

Maximizing Responses:

- Pre-notify your referees
- Focus on recent matters (past 12-18 months)
- Select from ranking categories
- Watch for our notification email
- We'll inform you before contacting your clients

Communication Timeline:

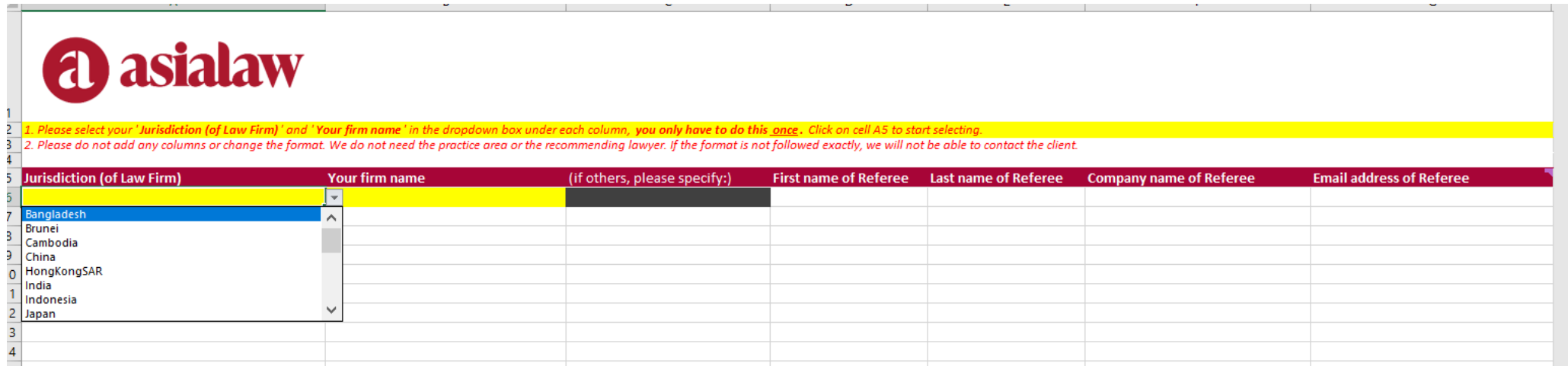


Remember:

- Quality over quantity
- No late submissions accepted
- Portal submission only (GDPR compliant)



Submission Guidelines: Client Referees Form



The screenshot shows the 'asialaw' logo at the top left. Below it, two instructions are provided in a yellow box:

1. Please select your 'Jurisdiction (of Law Firm)' and 'Your firm name' in the dropdown box under each column, you only have to do this once. Click on cell A5 to start selecting.
2. Please do not add any columns or change the format. We do not need the practice area or the recommending lawyer. If the format is not followed exactly, we will not be able to contact the client.

Below the instructions is a table with the following columns:

Jurisdiction (of Law Firm)	Your firm name	(if others, please specify:)	First name of Referee	Last name of Referee	Company name of Referee	Email address of Referee
Bangladesh						
Brunei						
Cambodia						
China						
HongKongSAR						
India						
Indonesia						
Japan						

- Start filling out the form by selecting your jurisdiction > Your firm name
(You only have to do this ONCE, the form will automatically fill out the rest of the columns for you)
- All you have to do is enter the details of your clients

If you don't see your firm name, please enter your firm name under '(if others, please specify:)'



Collaboration with *IFLR1000*



Background: asialaw & IFLR1000 Collaboration

Submission Efficiency

- Submit once through IFLR1000 for overlapping practice areas
- Automatic consideration for asialaw rankings
- Simplified submission experience for law firms

Ranking Assurance

- Your firm's expertise will be fully recognized
- Rankings consideration remains comprehensive
- No impact on ranking opportunities

Client Benefits

- Reduced outreach for overlapping areas
- More efficient feedback process
- Improved client experience



How the collaboration works

If you are planning to submit to the practice areas listed in the [PDF](#) (available here on BrightTalk), here's what you need to know:

Comprehensive Guide:

- The PDF includes a complete list of practice areas and industry sectors covered in this year's research.

Submission Options:

- For practice areas listed under the column "In collaboration with IFLR1000", you have the option to submit to IFLR1000 instead of asialaw.

Exclusive to *asialaw*:

- We strongly advise law firms to submit to all practice areas and industry sectors that are listed as exclusive to asialaw.
- Doing so will ensure that your expertise is fully represented in our research, maximizing your visibility and recognition in the jurisdictions and sectors where you excel.



Most Common Questions Answered: Case Submission Numbers

Question: "IFLR1000 asks for 10 cases but asialaw usually wants 20. Do we need to submit an extra 10 cases to asialaw?"

Answer: NO – just submit 10 cases to IFLR1000

- These 10 cases will count for both directories
- No need to send additional cases to asialaw
- This ONLY applies to overlapping practice areas



Most Common Questions Answered: Impact on Rankings

Question: *"Will submitting fewer cases (10 instead of 20) affect our rankings?"*

Answer: NO – your rankings will NOT be affected

- Our research team has adjusted the methodology
- We focus on deal quality, not just numbers
- You will receive full consideration for rankings



Most Common Questions Answered: Practice Area Confusion

Question: *"For Construction/Project Development work, where do we submit?"*

Answer: These are NOT the same

- Construction includes dispute work, where IFLR1000 covers only transactional work
- Submit Construction matters to asialaw
- Submit Project Development to IFLR1000
- When in doubt, please check the PDF guide



Most Common Questions Answered: Referee Submissions

Question: *"What about our client referees?"*

Answer: You don't have to submit twice

- Do NOT submit same referees to asialaw
- Clients will receive ONE request only
- This applies ONLY to overlapping areas



Research Methodology



Research Methodology

Work evidence

- Work evidence is the decisive factor we use to determine a firm's ranking. For a firm to be ranked, it must have a strong track record of advising on matters relevant to our ranking categories. The same applies to the ratings of individuals; lawyers must have been working on significant deals and cases in some capacity to be rated.

Client feedback

- Client feedback is used in support of work evidence when determining a firm's ranking or lawyer's rating. What this means is good feedback alone will not ensure a firm or lawyer is ranked or rated – a firm or individual must be experienced in advising on significant transactional work.

Peer feedback

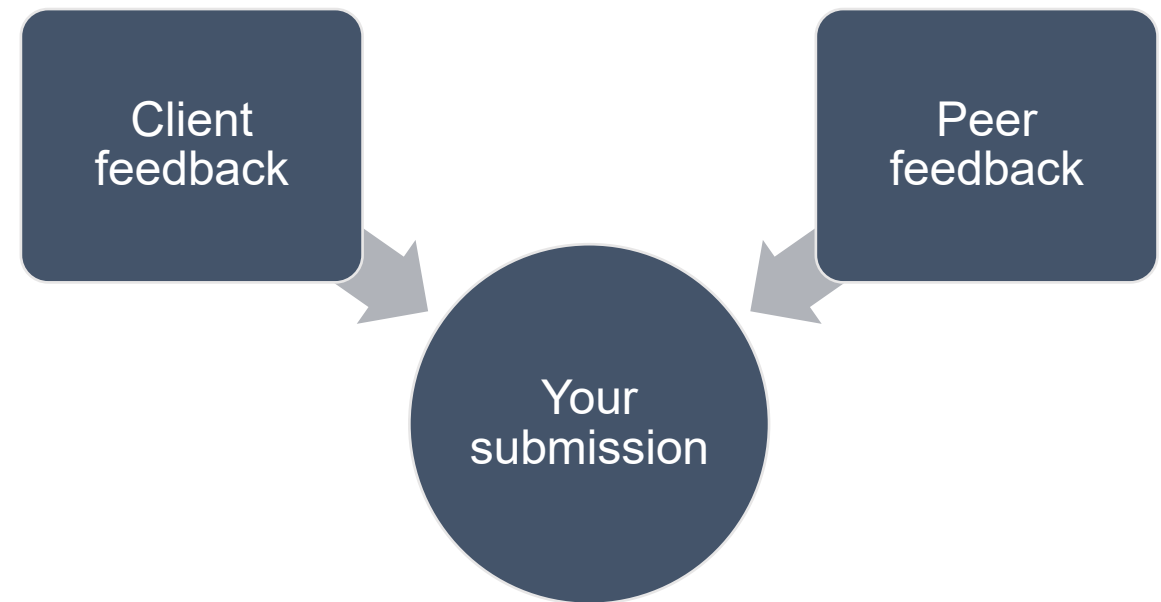
- We conduct a significant number of interviews with practitioners, where we ask for feedback on firms and discuss trends. By discussing market trends we are able to gain a better understanding of what the most significant deals and cases in the market have been recently, which helps us assess work submitted to us.

We are a qualitative survey, so while we take deal and case values and volume into account the rankings are not determined solely by these factors.



Research Methodology

- Client and peer feedback is used **in support of work evidence** when determining a firm's ranking or lawyer's rating.
- What this means is good feedback alone will not ensure a firm or lawyer is ranked— a firm or individual must be experienced in advising on significant and complex matters.



Research Timeline



2026 Research Timeline



asialaw 2026 Awards



asialaw 2026 Awards

The awards decisions will be based on the submissions and research for *asialaw* 2026 edition.

There is no need to submit another form for awards entries.

Firms participate in the *asialaw* annual research process will be automatically considered for the awards.

Innovation

- Did the advice the firm gave show something more than the straightforward answer that is commonly used?

Complexity

- Did the matter address legal issues that were out of the ordinary and what ingenuity did the firm show to solve them?

Impact

- What impact did the advice have on the client?
- For example, did it help them take over their biggest rival? Issue equity and debt in a particular market for the first time?
- Did the firm win an unprecedented judgement in court?



asialaw Awards 2026: IFLR1000 Crossover

- *IFLR1000* award nominations automatically considered
- Optional: Provide deal names for reference
- Equal weighting for overlapping submissions
- Practice area overlap:
 - Single submission process
 - Materials evaluated equally across both brands
 - No separate nominations needed for shared categories



How to improve your ranking?

Ultimately there are no guarantees but here's what you can do to maximize your impression:

Put thought into the research form:

- Include work highlights that best reflect the firm's capability in the past 12 months.
- Keep it simple but thorough, include notes like '*one of the largest deals*', '*first-ever deal*', '*this landmark case...*' to make the case stand out from the rest.
- Be aware of due dates and **START EARLY!**
- Target client and strategize interview subjects.

Consider reflecting the firm's strongest key players over the last 12 months, it's always better to schedule seasoned and established partners for the interview!



Frequently asked questions answered below

How does asialaw differ from Chambers or other competitors?

asialaw is the only guide that focuses exclusively on regional and domestic law firms and lawyers in the region. We aim to cover only firms and lawyers in the domestic arena, excluding the international players. At the moment, we are also the only guide that includes practice areas and industry sectors ranking tables.

If we participate, are we guaranteed to get ranked and/or have commentary?

All firms who submit and can prove they are doing notable work in the relevant practice areas will receive some form of editorial coverage, however we do not guarantee rankings or lawyer ratings.

How are things weighed? How much do i.e. clients referrals matter as opposed to the research form and peer feedback (interviews)?

As I mentioned earlier, your submission form, peer feedback and client feedback are ALL important factors when we are assessing your firm. It would be difficult for researchers to assess if you neglect any of the factors – please try your best to provide us as much information as possible.

When/how do you contact client referees?

- We contact all client referees provided to us via email and invite them to take part in an online client survey. The survey asks clients about the firms they use, why they use them, what they use them for and how long they have been using them. The information provided by clients is confidential though we do publish non-attributed client quotes in the guide.
- This year, we will contact client referees around the end of April.

We're a small boutique firm – what chance do we stand against the big brand name firms in your ratings?

While small boutique firms are usually ranked in the 'other notable' tiers in our guide (with all the big names dominating the ranking tables), these specialist firms in the market still stand a very good chance of being shortlisted/winning an award because in most cases, they etch themselves a formidable niche in the market. When it comes to a particular practice, a specialist firm can definitely compete against the corporate firms.

Is asialaw 'pay-to-play'? If I don't support the project financially do I still get rated?

asialaw is absolutely not 'pay-to-play'. Firms cannot pay to appear in the guide, and can only be rated if the market deems them worthy of consideration.

Can I get an extension?

Please get in touch with your jurisdiction's researcher – I'm sure we will be able to come up with something. However, we absolutely do not accept late submissions for client referees.



Thank you for listening in.

Good luck!

We look forward to receiving your submission by **10 April, 2026.**



Q&A Session



Please type your questions into a text box below the screen



We will prioritize questions that were not covered in the presentation and research guidelines



You can download documents and get links – research form, submission and client referees portal, research guidelines



Please provide feedback and rate the webinar at the end



Thank you for your time today!

