

# In-house Counsel World Summit 2016 in Paris

The In-House Counsel going Glocal

Global business, local rules – Local Business, global rules

The duality embodied in the term glocalization is an integral part of the international, continental or regional practice of law engaged in by the modern in-house counsel irrespective of the size or geographic scope of the business he or she serves, given the realities of globalization. The theme is particularly well-suited to the realities within Europe which is hosting the summit in 2016. The location of the summit in Paris will highlight its role as a major world legal center and will allow for interaction with French and European institutions.

The overall theme is inspired by the neologism first coined in Japan, glocalization, or “glocal” being a combination of global and local – derived from the Japanese word dochakuka, which means global localization. This concept allies global trends with local realities. For businesses and networks, the term embodies global and local management within the framework of a worldwide economy: the adjustment of global supply according to local demand.

Although the implications of this theme for in-house counsel are vast, we can attempt to summarize it in a phrase: The In-House Counsel going Glocal, Global business, local rules – Local business, global rules. This concept embodies the practice of law within an international environment within which we must consider the implications of local law, culture, business practices. In-house counsel are increasingly required to make choices within this theme.