

OCTOBER 9, 2023 | NEWS

Global Legal Network Global Advocaten Unveils Rebrand and Launches New Website

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CHARLOTTE, NC – Shumaker is proud to announce that Global Advocaten, a prestigious global law firm network with offices in 27 countries, has launched a dynamic new website with a comprehensive rebranding effort to connect and better serve global clients and members. Shumaker is a member of Global Advocaten, and Shumaker Partner David Conaway serves as Chairman of the international network of leading law firms.

Since 1990, Global Advocaten has developed and fostered long-term relationships between members to create a global network that clients can rely on. As part of its commitment to provide unparalleled legal support and facilitate seamless cross-border business activities, Global Advocaten developed a refreshed identity. This rebranding reflects its continued evolution and dedication to supporting global enterprises as they conduct business and expand their operations worldwide.

Key highlights of the rebranding include:

1. **New Logo:** The revamped logo embodies the global nature of the Global Advocaten network with a modern, sleek design that signifies unity and collaboration.
2. **Tagline – "Business without Borders":** This succinct yet powerful phrase encapsulates its mission and commitment to empower businesses to seamlessly navigate international legal complexities. Global Advocaten exists to facilitate global commerce by breaking down legal barriers.
3. **Website Redesign:** The new user-friendly and accessible website, globaladvocaten.com, features a wealth of resources, updated information on member firms, cross-border capabilities, and a blog section to keep clients informed about the latest legal developments worldwide.

Global Advocaten's commitment to providing exceptional legal services remains unwavering. The network believes that the rebrand and website launch will better serve clients and reinforce its position as a global

leader in the legal industry.

"Our refreshed brand identity signifies our commitment to evolve and adapt to support the needs of our clients in an increasingly complex global business environment," said David Conaway. "'Business without borders' reflects our dedication to enabling businesses to thrive in an interconnected world. We are excited to continue this mission with our clients and members, enabling them to conduct business globally as part of a vibrant community of legal excellence."

Click [here](#) to view Global Advocaten video.

We invite you to explore the new Global Advocaten website and experience firsthand how we are facilitating "Business without Borders" within our prestigious community of legal professionals.