

GENERAL COUNSEL IN THE AGE OF DISRUPTION: THE POWER AND PITFALLS OF EXTERNAL PARTNERSHIPS

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The complexity of today's business environment, especially the introduction of new technologies, means that companies can no longer rely on themselves to stay on the cutting edge. In order to manage the technological and geopolitical drivers of disruption, more manufacturers are forming valuable external partnerships and alliances. Increased interaction with third parties has emerged as not only a necessary feature but also a top growth strategy for this industry.

Forming partnerships with supply chain firms, startups, customers, and even competitors can give manufacturers an advantage, but this approach comes with an element of risk. For example, third parties may be exposed to labor issues in remote parts of the world, and safeguarding technology from an intellectual property perspective becomes increasingly vital. Data sharing concerns are difficult to manage within a single company, let alone with a number of partners.

Developing smart external partnerships can help companies in the manufacturing industry achieve a better understanding of compliance in international markets and avoid tax, trade, and political pitfalls. At the same time, general counsel must remain mindful of the myriad of risks associated with linking your company to an outside partner.

For the benefit of its manufacturing clients, K&L Gates partnered with Forbes Insights to create one of the most in-depth studies conducted thus far on the pressures and challenges facing general counsel operating within the manufacturing sector. Based upon research collected from a detailed survey of 200 general counsel and senior executives across Europe, the report covers a myriad of issues, including regulation and emerging technologies, forces of disruption and risk, and future outlooks on the sector. [We encourage you to download this valuable resource for free here.](#)

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