



SEIGER GFELLER LAURIE^{LLP}
ATTORNEYS AT LAW

GLOBAL RISK MANAGEMENT PRACTICE GROUP

The attorneys at SGL are internationally recognized for having one of the most sophisticated risk management practices in the legal industry. Clients from both the United States and abroad regularly call upon our attorneys to assist them in navigating the growing and complicated global legal issues confronting them.

As the world of business becomes more complex and moves ever faster, common risks associated with doing business multiply. Regardless of the type of business, 'risk management' is becoming increasingly essential to survival in our highly competitive world marketplace.

Risk management is the practice of recognizing and analyzing the risk of loss in a business context. These risks run the gamut from product liability issues to the daily operational issues of a business enterprise. Failure to recognize and effectively manage these risks will eventually lead to calamity, but effective risk management can minimize their effect and can have a direct and beneficial impact on your company's profitability.

Being a recognized leader in the field of this new and rapidly developing discipline, SGL offers an innovative service to help businesses address risk and uncertainty. By understanding your business, we can identify and evaluate areas of risk and develop systems, strategies and a plan designed to minimize those risks.

Our approach to 'risk management' involves developing essential policies and procedures affecting day-to-day business operations. In the area of products liability, we typically help structure a Product Review Board, which will have overall responsibility for all products designed, manufactured, and/or distributed by your company. Further, we focus on the product development files, collateral materials including, but not limited to, instruction manuals, warnings, and advertising materials, manufacturing and distribution issues, intellectual property issues, and application of any applicable standards. We understand and appreciate the need to look at all aspects of a client's business in order to properly address risk.

The three most powerful tools used in risk management are risk identification, loss-prevention activities and insurance. Used effectively, these will protect – and in many instances enhance – the bottom line of your business. Typically, we will assist our clients in reviewing the insurance products available to them, as well as possible alternative risk transfers.

Once your company's risks have been properly identified and evaluated, our attorneys will help your company strike the right balance between loss-prevention activities and insurance. We will develop and implement the appropriate strategies and procedures to minimize future risks, and we will even take care of the necessary documentation.

We pride ourselves in understanding your business so that we can better serve your needs.