



ASAR

Franchising

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Our Story

ASAR – Al Ruwayeh & Partners (ASAR) is Kuwait's leading Tier 1 corporate law firm, and one of the most prominent firms operating across the GCC. ASAR has been operating in Kuwait for over 35 years, in the Kingdom of Bahrain since 2006, and is recognised for professional legal services of the highest order. As one of the region's premier law firms to many foreign and domestic multinational companies, we advise many of the biggest and most ambitious organisations across all major industries and we are consistently considered as the number one law firm of choice.

With our team of lawyers spanning two emerging and highly competitive markets in the GCC, our expertise extends over a wide range of areas that cater to the needs of local and foreign multinational corporations, banks and investment companies, industrial conglomerates, governments and state authorities, and private clients. The firm has multilingual capabilities and provides services in, amongst others, English, Arabic and French.

Diverse talent for
diverse needs

Why ASAR?

ASAR provides the highest quality legal services to our clients. With our lawyers covering both the jurisdictions of Kuwait and Bahrain, we have the ability to assist our clients with their most challenging matters – no matter where they arise or what they entail.

Our lawyers' seamless teamwork, exceptional capabilities and innovative thinking enable us to deliver outstanding representation and results. Our successes are grounded in the fact that in an ever-changing world, our culture, values, and commitments to pro bono, diversity and community service never waver.

ASAR is consistently rated as a leading corporate and commercial law firm by reputable legal guides such as the International Financial Law Review (IFLR), the Chambers Global Guide, the Legal 500 and the Practical Law Company.



Our Offices

ASAR is the largest full service corporate and commercial law firm in Kuwait and one of the largest in the Middle East, with strong connections throughout the Gulf region. To offer maximum coverage to our clients across key jurisdictions of the world, we naturally operate our own offices, but also have associations and relationships with law firms across the world to ensure we can provide seamless legal services to our clients regardless of the jurisdiction their matters relate to.

Our Offices:

ASAR currently operates offices in Kuwait City in the State of Kuwait, and Manama in the Kingdom of Bahrain.

Relationship firms:

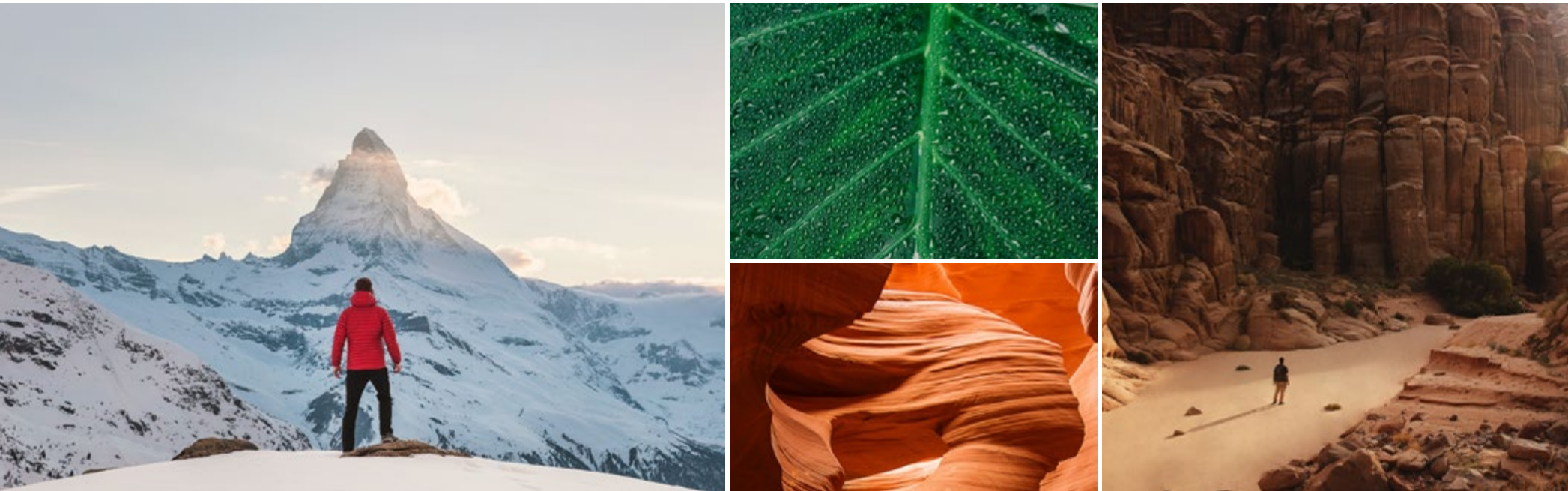
ASAR maintains close working relationships with law firms throughout the Middle East, Europe, North and South America, Africa, Asia and Australia.

Our People

With our team of professional lawyers, we respond quickly and timely to clients’ urgent needs and can allocate adequate resources to attend to assignments and projects.

With our lawyers covering both the jurisdictions of **Kuwait** and **Bahrain**, we draw on extensive regional experience and knowledge of the relevant laws, regulations and practices.

ASAR has been involved in some of the most innovative and complex projects and transactions in Kuwait and is best placed to provide valuable insight into Kuwaiti and Bahraini considerations – both legal and practical.



Franchising

Franchising is quite popular throughout the Gulf region and several foreign entities have taken the franchise route to market and sell their goods or services.

As many of the Gulf countries have yet to develop a specialized “franchise law” which would govern many of the typical franchise style arrangements common in the West, there are unusual, and sometimes complex, considerations which may apply to a typical franchise arrangement.

Our firm’s considerable experience in advising and assisting businesses to establish franchise arrangements, in both single and multi-territory arrangements, allows us to identify potential issues and to advise on appropriate and practical solutions to mitigate a franchisor or franchisee’s exposure to legal roadblocks. We act for both franchisors and franchisees and are well-placed to assist clients seeking to establish franchises in the Gulf region in all industries, including food and retail industries regulators.

Connect With Us

