

# Max Archer

Call: 2014  
archer@12kbw.co.uk



## AREAS OF EXPERTISE

Aviation, Industrial Disease, Information Law, Personal Injury, International & Travel, Human Rights, Product Liability, Commercial

Max is recognised as a leading practitioner in a number of different fields including aviation law, cross border litigation, industrial disease, product liability and group actions. Across these fields he is experienced in tortious disputes, commercial litigation and regulatory matters.

He is known for his excellent client care, robust advocacy and pragmatic approach to litigation. Max's work is often technical, high value and complex. He often appears unled against silks in the higher courts and is acknowledged for his advocacy skills.

Max has unparalleled knowledge of aviation law and has become a go-to junior in this area in respect of large loss events occurring all over the world as well as domestic accidents, regulatory issues and commercial aviation work.

His work often has an international dimension, he has expertise in jurisdiction and conflicts of laws as well as private international tort law and human rights issues.

Max often acts in group actions, both led and unled. He is adept at handling mass tort cases and often acts in environmental actions as well as group personal injury claims.

He is a contributing author of *Asbestos: Law & Litigation* (Sweet & Maxwell, 2019) and the co-editor of 12KBW's Asbestos Blog.

Max is recognised in Aviation, Personal Injury and Travel in the Legal 500 and in Aviation, Personal Injury and Industrial Disease in Chambers & Partners.

## Cross-border and Travel

---

Max has extensive experience of cases with an international element. His work in this area is wide ranging, from commercial litigation and international arbitration to personal injury claims and regulatory instructions. He has appeared in a number of reported cases in this field including *Silverman v Ryanair*, *Cooper v Halifax* and *Palaiokrassus v JBD*. His clients include injured parties, insurers, travel companies, manufacturers and airlines.

Max routinely deals with cases involving questions of jurisdiction and applicable law and is experienced in handling Rome I, Rome II and the Brussels Regulations. He is comfortable dealing with foreign law experts and has experience in cases involving applicable law issues involving a wide range of jurisdictions.

Max has recently been instructed as sole counsel in a high value recovery action brought by a well-known tour operator. He has extensive experience of commercial and regulatory issues that arise in his sector and is regularly asked to advise in this field. He appeared in the Court of Appeal in *Cooper v Halifax* [2022] EWCA Civ 1557.

Max is experienced in cases involving accidents at sea and has appeared in the admiralty court on a number of occasions. As a ranked travel lawyer Max is a specialist in the application of the Athens Convention, he also has expertise in contractual issues arising out of cases involving accidents at sea and issues involving the conflict of laws. Max has expertise in the application of equality laws to cases involving transportation by sea and air.

Max is also very experienced in mass tort litigation involving cross-border issues. He brings considerable experience in pleading such claims and is well versed in the complex issue of case managing mass torts.

## Qualifications & Awards

---

- GDL & BPTC – City Law School
- Mphil in Modern European History – University of Cambridge
- BA (Hons) History – University of Warwick
- Lord Haldane Scholarship- Lincoln's Inn
- Hardwicke Entrance Award- Lincoln's Inn
- Honourable Mention- William C. Vis International Arbitration Competition
- Linklaters Aspire Award

## Appointments & Memberships

---

Personal Injuries Bar Association

Pro Bono Champion

Travel and Tourism Lawyers Association

British Institute of International and Comparative Law

Government Legal Department's Junior Junior Scheme

## Publications

---

Contributor *Asbestos: Law & Litigation*, Sweet & Maxwell, 2019 (Chapters; Asbestos: history and use, Product liability, Contributory negligence)

Max is the co-editor of the 12KBW Asbestos Blog, and a contributor to the 12KBW International and Travel Blog.