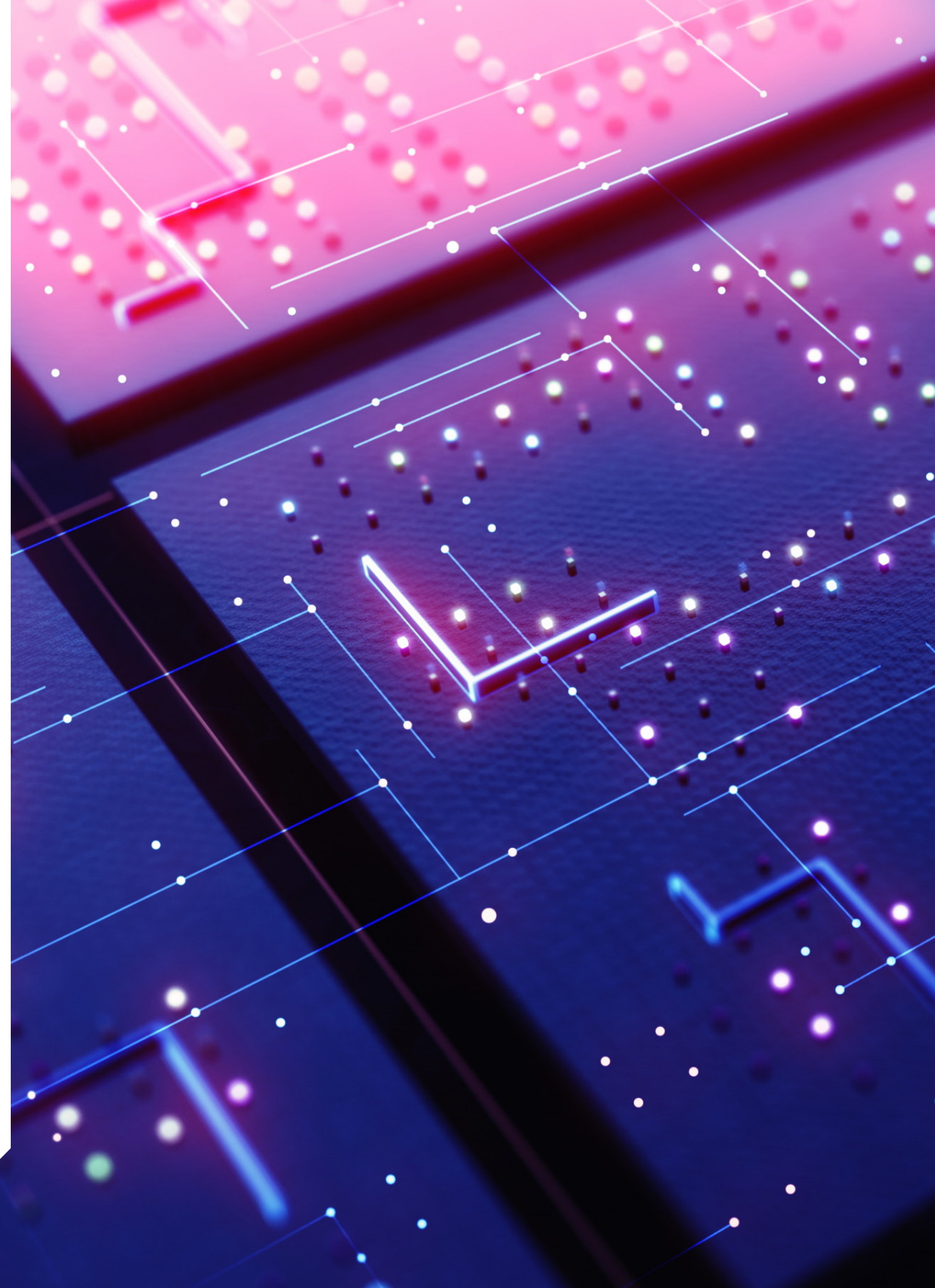


JULY 2026

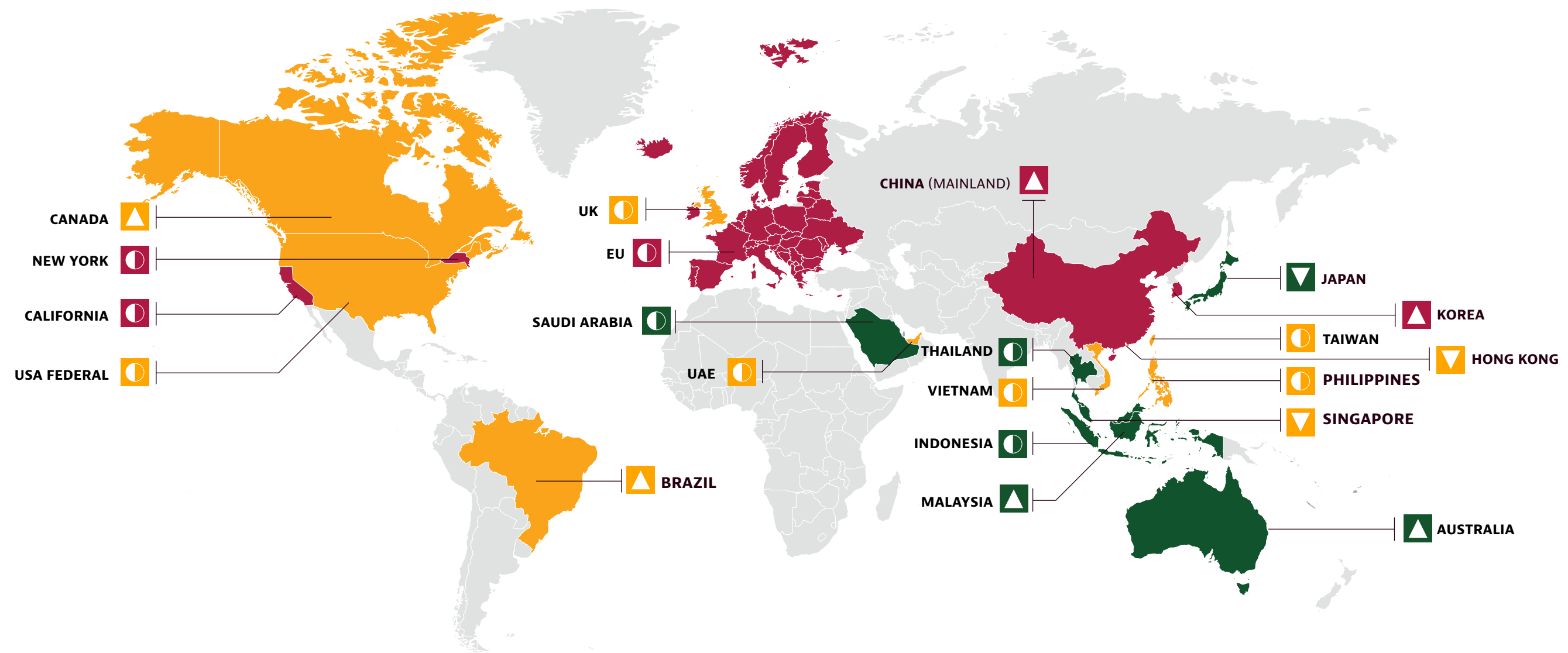
AI Governance Tracker

Global Regulatory Landscape Overview



AI Governance Principles and Regulatory Landscape

APAC, EU, UK, UAE, Saudi Arabia, Brazil, Canada, USA



Current AI regulatory approach

- Soft approach:** non-binding, principle-based guidelines
- Medium approach:** specific measures proposed by existing sectoral regulators to indicate compliance in place
- Hard approach:** general legal obligations imposed in relation to AI

Likelihood of AI regulatory change in the next 12 months

- Unlikely**
- Possible**
- Likely**

AI principles implementation status

		Australia	China (Mainland)	Hong Kong	Indonesia	Japan	Korea	Malaysia	Philippines	Singapore	Taiwan	Thailand	Vietnam	EU	UK	Saudi Arabia	UAE	Brazil	Canada	US (Federal)	US (California)	US (New York)	OECD	UNESCO
1.	Transparency, explainability & auditability	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
2.	Fairness, non-discrimination & justice	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
3.	Reliability, security & robustness	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
4.	Safety	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
5.	Accountability	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
6.	Data governance & privacy	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
7.	Human centristm & well-being	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
8.	Human oversight	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
9.	Human rights alignment	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
10.	Sustainability	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
11.	Contestability	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
12.	Fair competition	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
13.	Diversity & inclusion	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
14.	Lawfulness & compliance	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
15.	Cooperation & openness	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
16.	Progressiveness & innovation	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

Current AI regulatory approach

■

 Articulated merely as a general principle in voluntary guidance regarding AI (technology-agnostic laws may apply) (not only applicable to government entities)

■

 Specific measures applicable to AI to demonstrate compliance with existing technology-agnostic laws and regulations (not only applicable to government entities)

■

 Specific mandatory measures imposed in relation to AI (not only applicable to government entities)

Contact us

APAC

Australia



Anne Petterd

Partner, Sydney

+61 2 8922 5888
anne.petterd@
bakermckenzie.com



Jarrod Bayliss- McCulloch

Special Counsel, Melbourne

+61 3 9617 4200
jarrod.bayliss-mcculloch@
bakermckenzie.com

China (Mainland)



Yilan Yang

FenXun Partner, Beijing

+86 10 6535 3906
yilan.yang@
bakermckenziefenxun.com

Hong Kong



Frankie Tam

Partner, Hong Kong

+852 2846 1085
frankie.tam@
bakermckenzie.com

Taiwan



Sean Shih

Partner, Taipei

+886 2 2715 7229
sean.shih@
bakermckenzie.com

Singapore



Daryl Seetoh

Local Principal, Wong & Leow
Singapore

+65 6434 2257
daryl.seetoh@bakermckenzie.com

Philippines



Divina Ilas-Panganiban

Partner, Quisumbing Torres
Manila

+63 2 8819 4961
divina.ilas-panganiban@
quisumbingtorres.com

Thailand



Kritiyanee Buranatrevedhya

Partner, Bangkok

+66 26662824 #4916
kritiyanee.buranatrevedhya@
bakermckenzie.com

Japan



Kensaku Takase

Partner, Tokyo

+81 3 6271 9752
kensaku.takase@
bakermckenzie.com

Korea



Ja Young Kim

Of Counsel, Seoul

+82 2 6313 6828
jayoung.kim@
bakermckenzie.com

Indonesia



Harry Kuswara

Associate Partner,
HHP Jakarta

+62 21 2960 8589
harry.kuswara@hhplawfirm.com

Vietnam



Huyen Minh Nguyen

Special Counsel, Hanoi

+84 24 3936 9356
huyenminh.nguyen@bmvn.com.vn

Malaysia



Serene Kan

Partner, Wong & Partners
Kuala Lumpur

+603 2298 7842
serene.kan@wongpartners.com

Contact us

EMEA

United Kingdom



Ben Allgrove

Partner, London

+44 20 7919 1788
ben.allgrove@bakermckenzie.com



Vinod Bange

Partner, London

+44 20 7919 1000
vin.bange@bakermckenzie.com



John Groom

Partner, London

+44 20 7919 1087
john.groom@bakermckenzie.com



Jaspreet Takhar

Counsel, London

+44 20 7919 1857
jaspreet.takhar@bakermckenzie.com



Dr. Lukas Feiler

Partner, Vienna

+43 1 24 250 450
lukas.feiler@bakermckenzie.com



Dino Wilkinson

Partner, Abu Dhabi

+971 50 554 0675
dino.wilkinson@bakermckenzie.com

Belgium



Elisabeth Dehareng

Partner, Brussels

+32 2 639 37 05
elisabeth.dehareng@bakermckenzie.com

Germany



Prof. Dr. Michael Schmidl

Partner, Munich

+49 89 5 52 38 211
michael.schmidl@bakermckenzie.com



Florian Tannen

Partner, Munich

+49 89 5 52 38 200
florian.tannen@bakermckenzie.com



Michaela Nebel

Partner, Frankfurt

+49 69 2 99 08 368
michaela.nebel@bakermckenzie.com

Switzerland



Eva-Maria Strobel

Partner, Zurich

+41 44 384 13 08
eva-maria.strobel@bakermckenzie.com

Contact us

AMERICAS

Brazil



Flavia Rebello*

Partner, Trench Rossi Watanabe,
Sao Paulo

+55 11 3048 6851
flavia.rebello@trenchrossi.com

Canada



Theodore Ling

Partner, Toronto

+1 416 865 6954
theodore.ling@bakermckenzie.com

USA



Keo McKenzie

Partner, Palo Alto

+1 202 835 6281
keo.mckenzie@bakermckenzie.com

*Trench Rossi Watanabe and Baker McKenzie have executed a strategic cooperation agreement for consulting on foreign law.

Baker McKenzie empowers clients to compete in the global economy.

We provide comprehensive and practical legal advice that cuts through complexity with clear, actionable guidance. Our people represent diverse cultures and jurisdictions, combining local know-how with international expertise to ensure your business thrives across borders.

© 2026 Baker McKenzie. All rights reserved. Baker & McKenzie International is a global law firm with member law firms around the world. In accordance with the common terminology used in professional service organizations, reference to a “partner” means a person who is a partner or equivalent in such a law firm. Similarly, reference to an “office” means an office of any such law firm. This may qualify as “Attorney Advertising” requiring notice in some jurisdictions. Prior results do not guarantee a similar outcome.

bakermckenzie.com

**Baker
McKenzie.**