



M. FIRON & CO. ADVOCATES

ABOUT

M. Firon & Co. is one of the largest, most prominent law firms in Israel. The firm has been leading the Israeli legal scene for over 70 years and is one of the very first Israeli firms to have become a truly international firm. The firm currently has nine branches in Israel and around the world and a legal team of more than 300 professionals.

The firm offers a unique combination of a full spectrum of legal services with dedicated support to each client by a designated partner. The firm boasts expertise in more than 40 practice areas in all aspects of commercial&business law and dispute resolution — all offered seamlessly under one roof. The firm is thus able to render comprehensive and professional services, leveraging the broad range of expertise offered by its specialized departments and teams, enhanced by the emphasis on close personal overall attention by a designated partner for each client.

From its inception, the firm defined its basic values, to which it remains faithful today. These include utmost professionalism, loyalty and discretion, combined with innovation, creativity, corporate social responsibility, strategic involvement in clients' decision-making process, in-depth understanding of the domestic and international business arena, and an overall understanding of the client's needs — legal and business alike.

This uncommon combination allowed the firm to develop decades-long relationships with many of its clients while, at the same time, instantly grasp the legal needs and business operations of new clients. The firm's clients include some of the most successful and best-known Israeli and international businessmen, businesswomen and corporations, including governmental ministries and entities, industrial companies, multinationals, and leading public and private companies. The firm's clients operate in all sectors of industry and commerce, including high-tech, insurance, projects and infrastructure, aerospace and defense, real estate, tourism, banking and finance, trade, venture capital and investment funds, energy, pharmaceuticals and healthcare, telecommunications and media, and more.

The firm prides itself on its team and its success is the direct result of the excellence and uncompromising professionalism of that team, which includes some of the best lawyers in Israel. This outstanding team, which balances its constant desire to learn, set precedents, and break new ground with the traditional conservatism of the legal profession and its values, has made its mark, over seven decades.



Adgar 360 Tower, 2 Hashlosha St., Tel Aviv 6706054, Israel

Tel +972 3-7540000 • Fax +972 3-7540011 • Info@firon.co.il



www.firon.co.il



M. Firon & Co. provides legal consultancy in more than 40 areas of law under one roof, including Real Estate, Infrastructure and Project Finance * Litigation and Dispute Resolution * Capital market and securities * Mergers and Acquisitions * International Corporate & Commercial * Class Actions Litigation * Energy * High-tech and Startups * Intellectual Property * Urban Renewal * antitrust and Competition * Labor law, and more.



The firm's impressive capabilities are regularly acknowledged by the most prestigious Israeli and international legal guides, including BDI, Dun's 100, IFLR 1000, The Legal 500, Chambers Global, and GCR. In this way, the firm gains consistent recognition, year after year, for its quality endeavors and excellence in its diverse areas of practice. In addition, many of the firm's partners are personally ranked as leaders in their fields, reflecting the firm's permanent position in the top tier of law firms for more than 70 years.



M. Firon & Co. has been chosen as the sole representative in Israel of Multilaw and Interlaw, prestigious networks that incorporate dozens of top law firms from more than 150 countries.



"The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation"

The Legal 500

TEL AVIV ♦ HAIFA ♦ NAZARETH ♦ BEER SHEVA ♦ NETANYA
ISRAEL ■ ROMANIA ■ GREECE ■ BULGARIA ■ SERBIA