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| GLOBAL LEGAL MARKETING

Chambers Global 2021 Israel Rankings Analysis

February 2021

Nishlis Legal Marketing

The legal sector is currently changing before our eyes. Economic uncertainty, the way clients seek and maintain legal services and saturated legal markets are just a handful of the challenges confronting law firms today as they look to retain clients and attract new prospects. Never has it been more important to develop and implement a clear and robust marketing strategy that is understood by all your professionals.

As you look to generate, engage with and convert more business leads, you benefit from partnering with one of the premium legal marketing and business development consultancies in the market, with proven results.

Today, with more than 25 years' experience, working at prestigious legal directories and in submissions departments at leading UK, U.S. and Israeli law firms, our team of submission experts, have helped domestic and global law firms get their messages across to the global directories.



Key Findings

2021

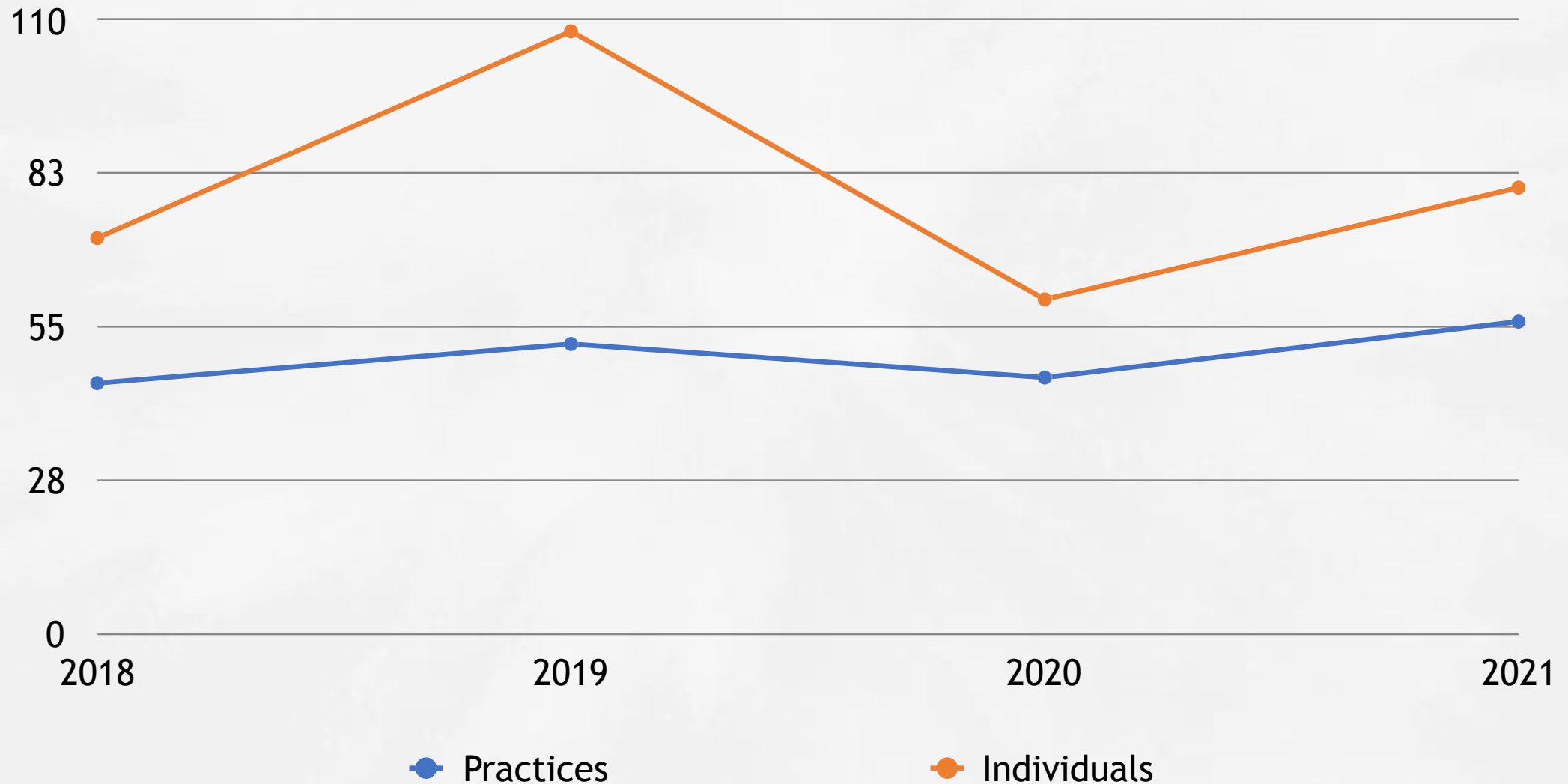
Executive Summary

- Four new tables: International, Privacy, Startups and White Collar. Privacy derived from TMT:Tech. Startups derived from new practice submission and from 2020 Startups spotlight table.
- Four new sub-tables for individuals (individuals ranked were derived from main table): Banking: regulation, Employment: Employee & Trade and M&A: Fund formation.
- 25 law firms showed improvement (up or new entry) in the 2021 rankings, by practice
- 29 law firms showed improvement (up or new entry) in the 2021 individual rankings

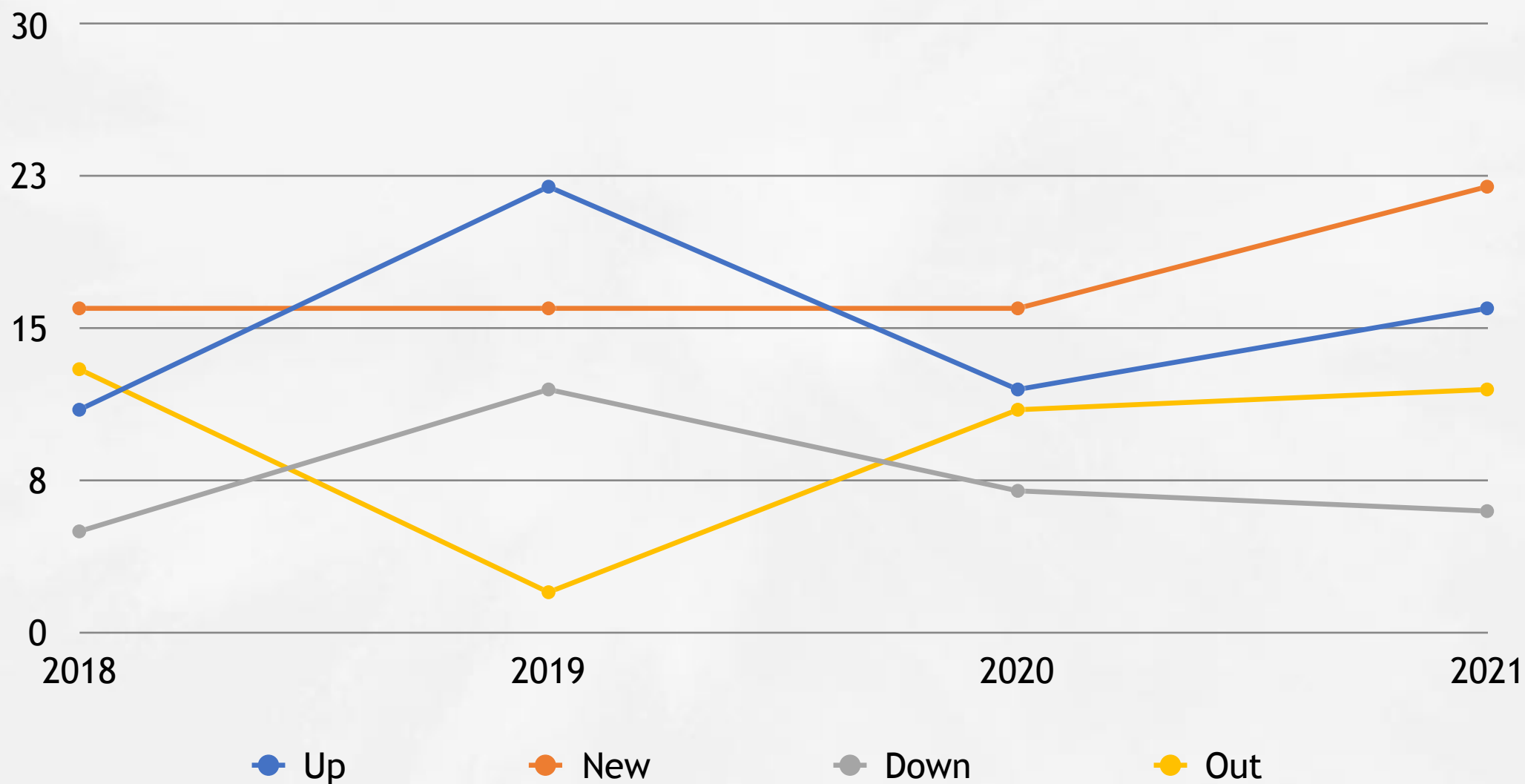
Executive Summary

- 9 new law firm entries - 3 of them to the new White-Collar ranking, and 1 in the new Privacy category.
- In the 21 categories researched, 6 law firms moved down, as did 12 lawyers.
- While 12 law firms and 12 lawyers left the rankings this year, this was half as many and a quarter as many as two years ago.
- 3 law firms managed to climb to Band 1 and 3 individuals succeeded to climb to Band 1.

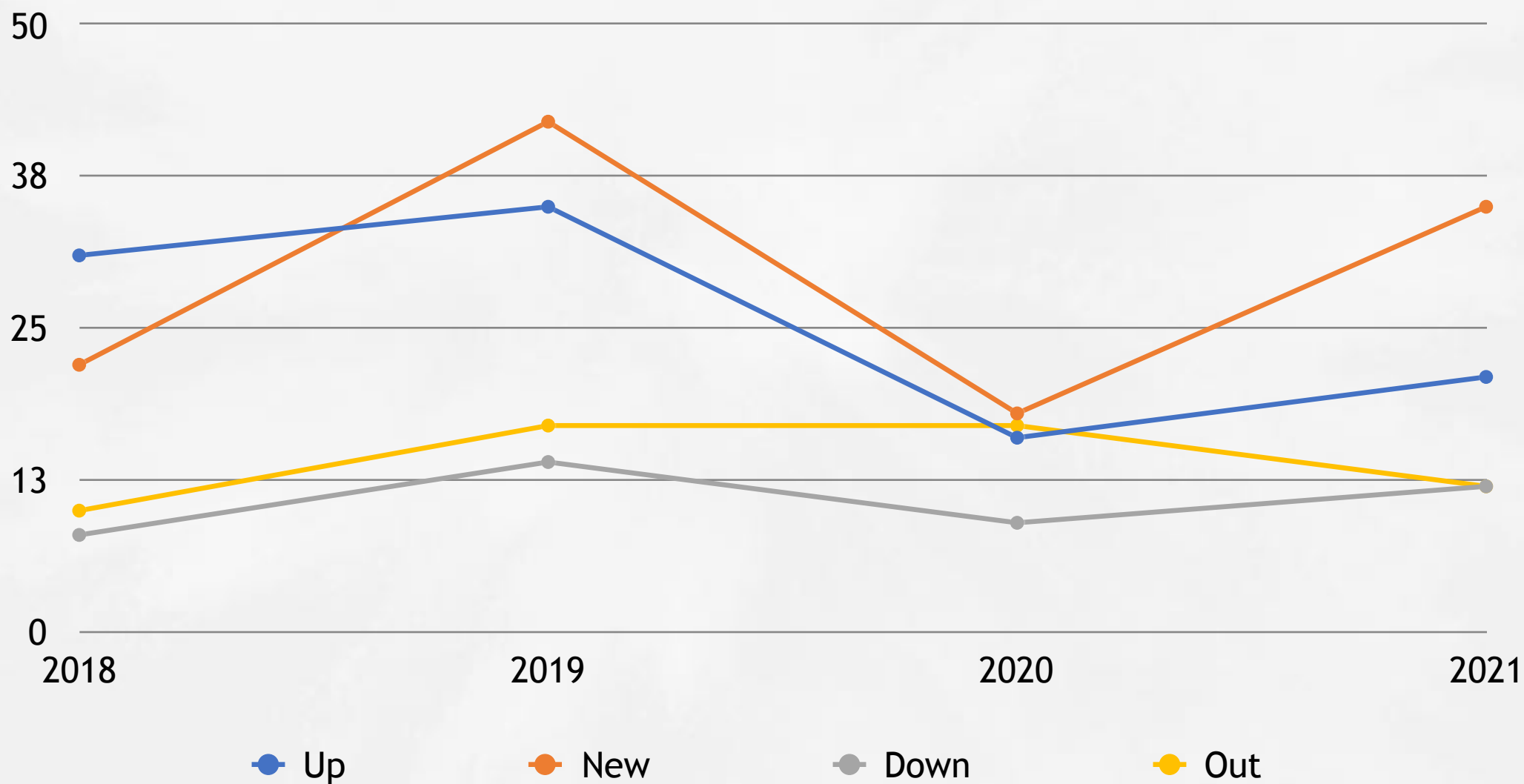
Total number of changes - overall



Total number of changes - practices



Total number of changes - individuals





Practice Overview

2021 and comparison to previous years

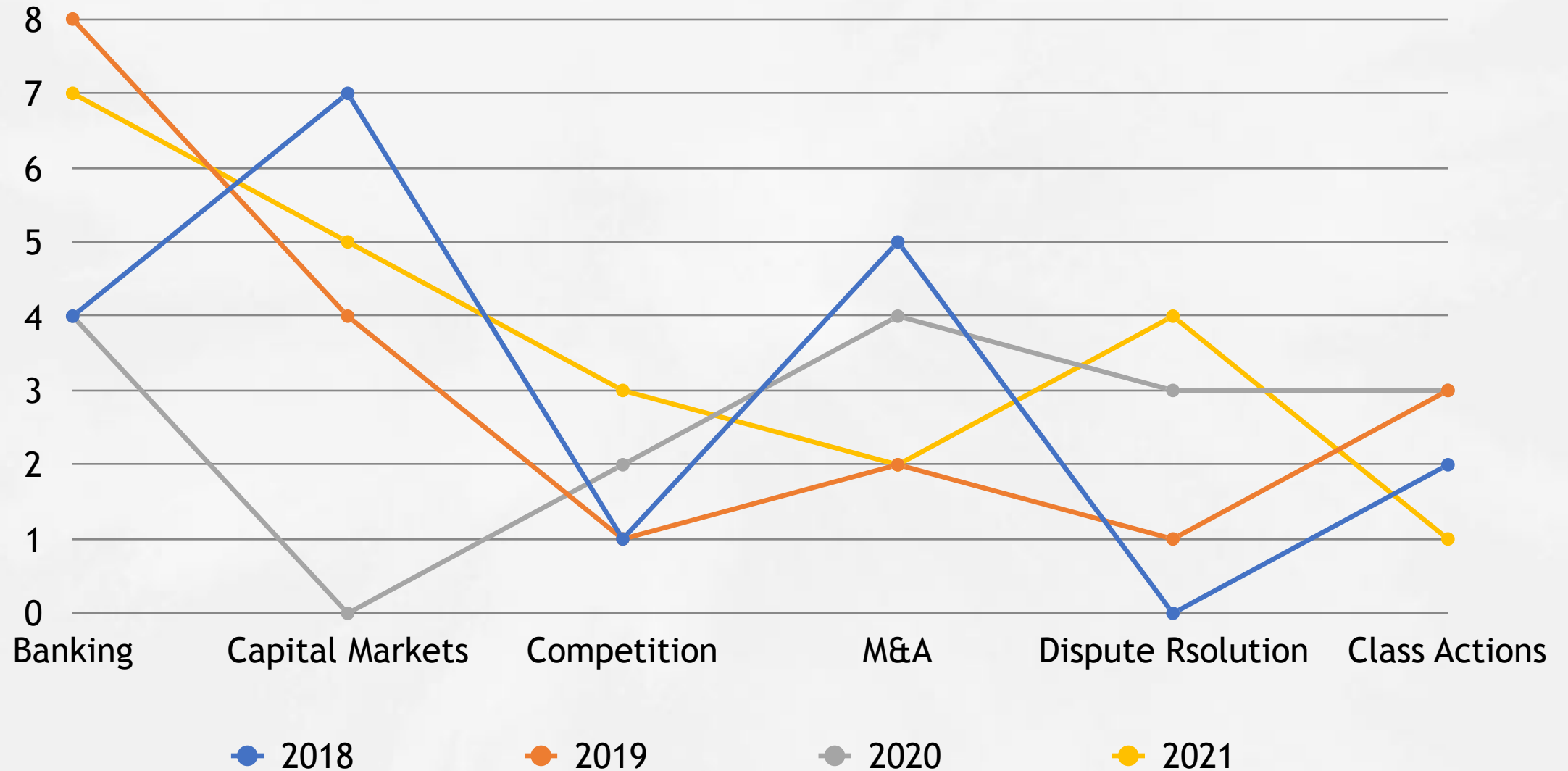
2021

	up	new	down	out
Banking	6			1
Capital Markets	1			4
Competition	1			2
M&A	2			
Dispute Resolution	1	2	1	
Class Actions			1	
Employment		1		
IP			1	1
IP: Patents	1			
Projects and Energy		1	2	
Real Estate	1			
Restructuring	1			
Tax	1			
Tech			1	
TMT	1			1
Shipping				1
Aviation				
Startups		1		2
Privacy		1		
White Collar		3		
International		13		

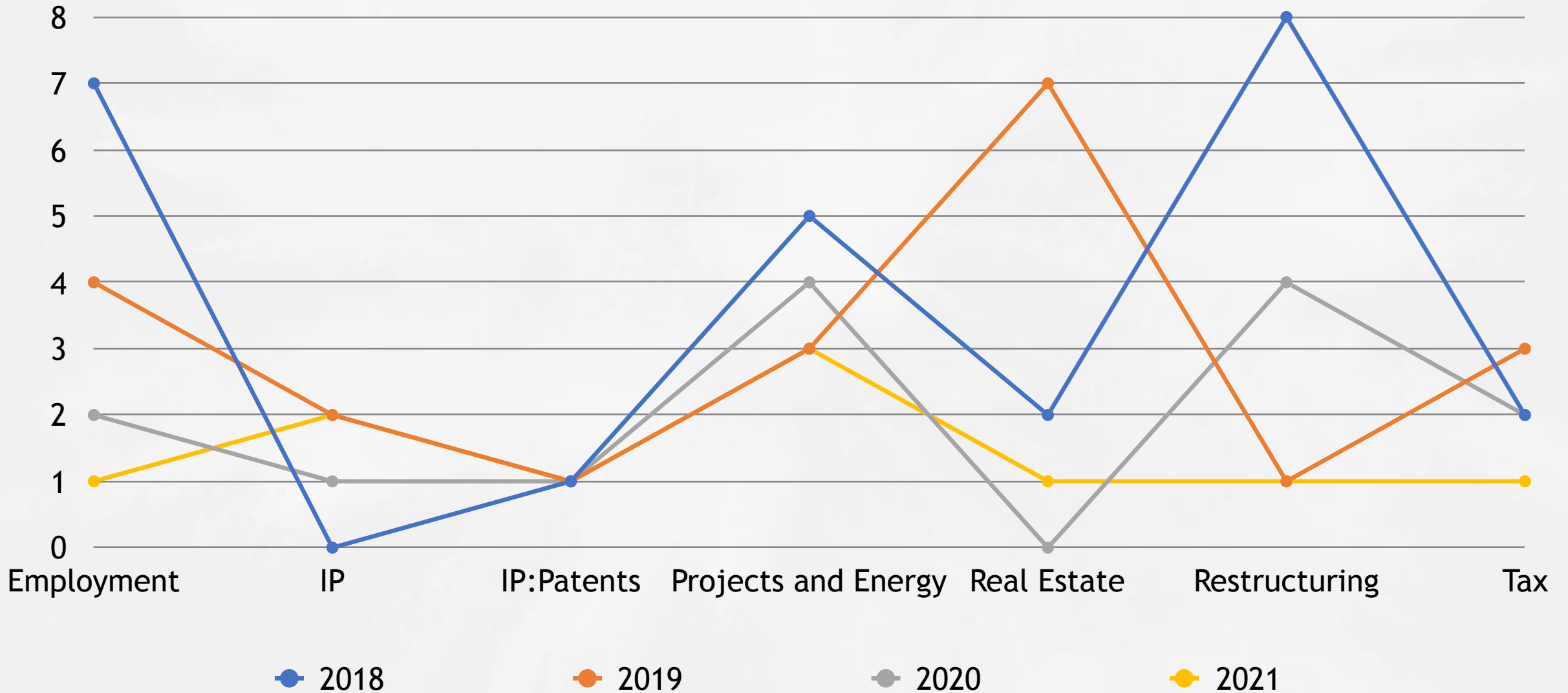
expansion of spotlight table in 2020

new practices ranked

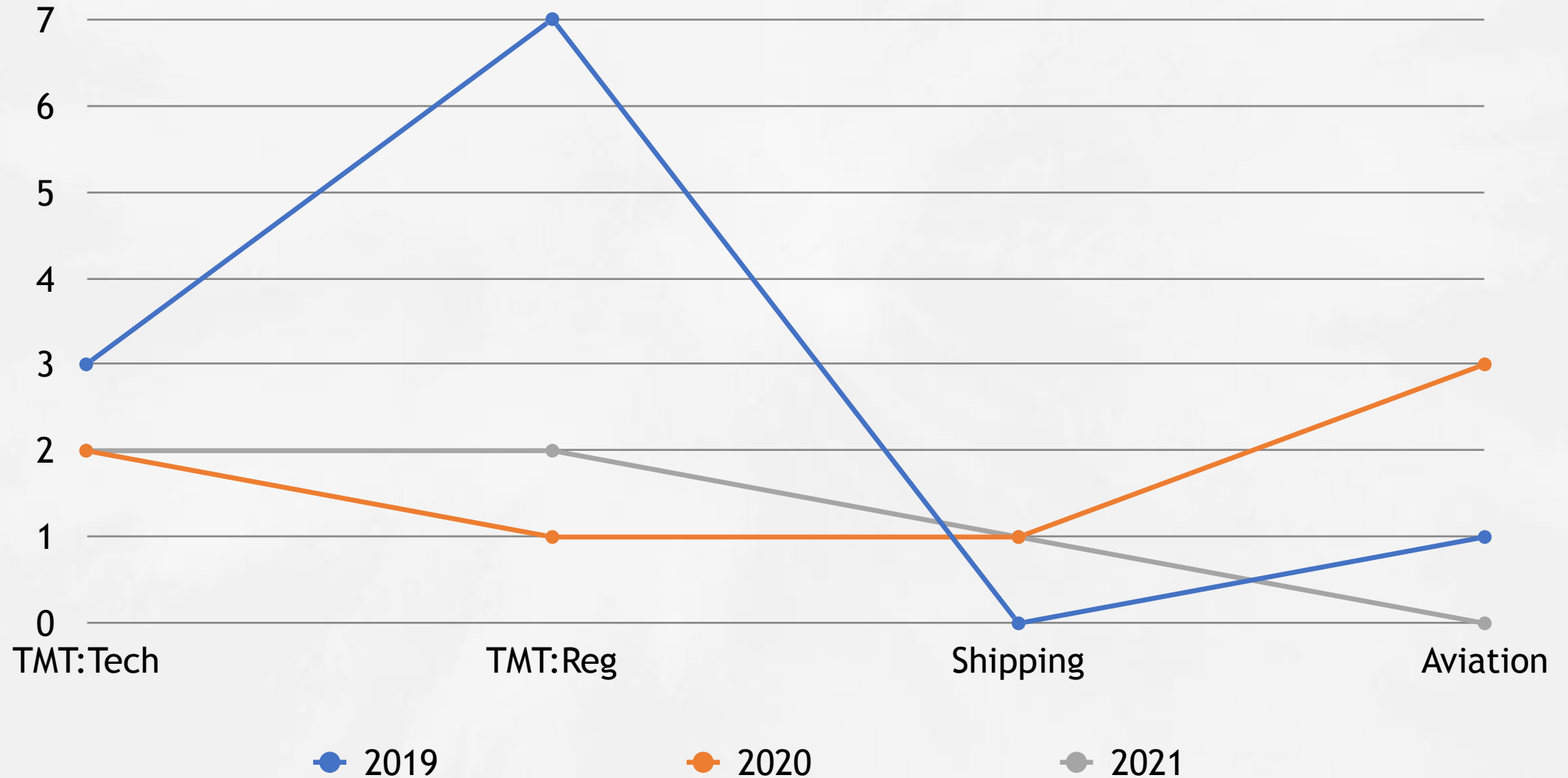
Total number of changes per practice



Total number of changes per practice



Total number of changes per practice





Individual Overview

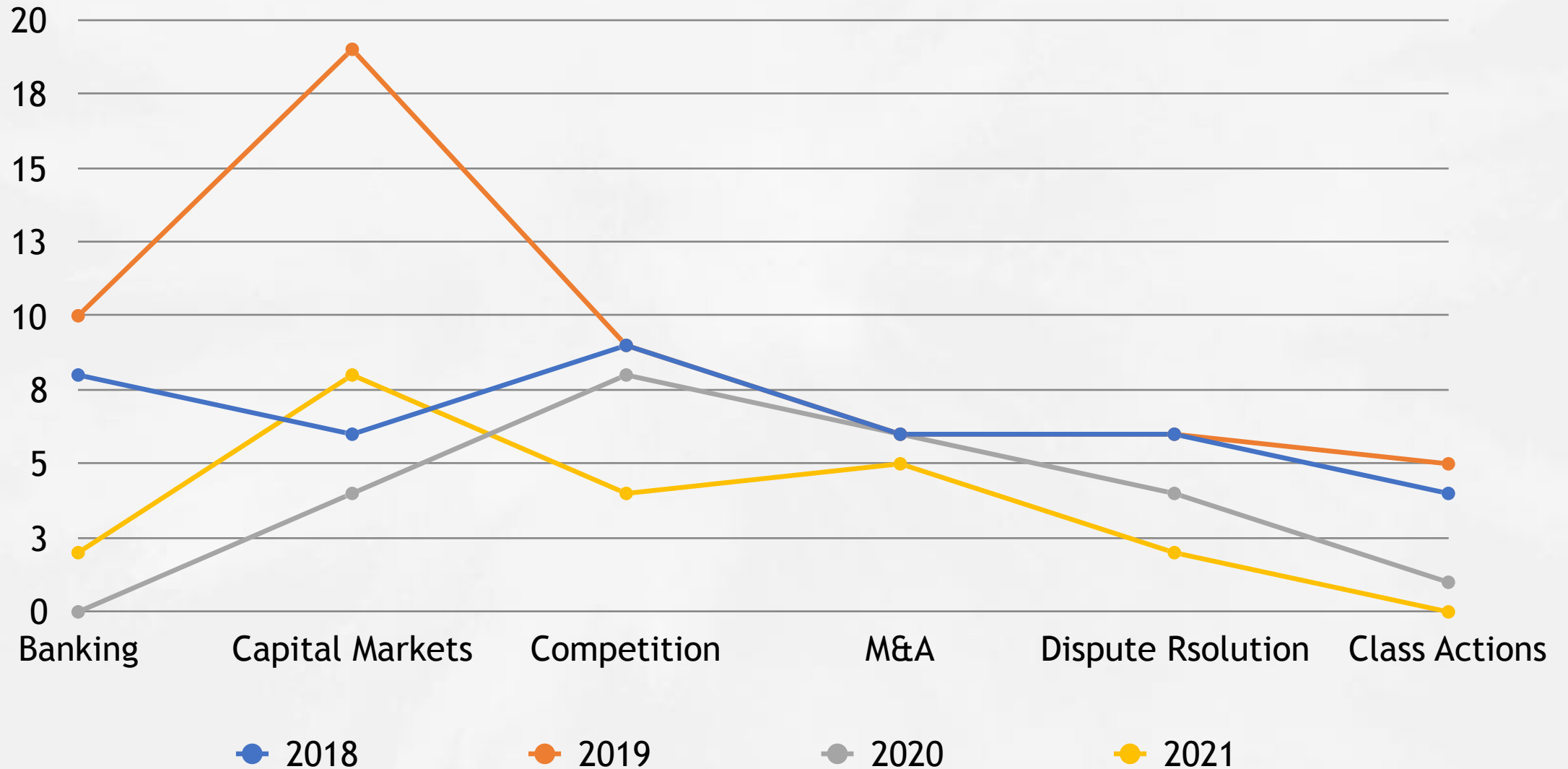
2021 and comparison to previous years

2021

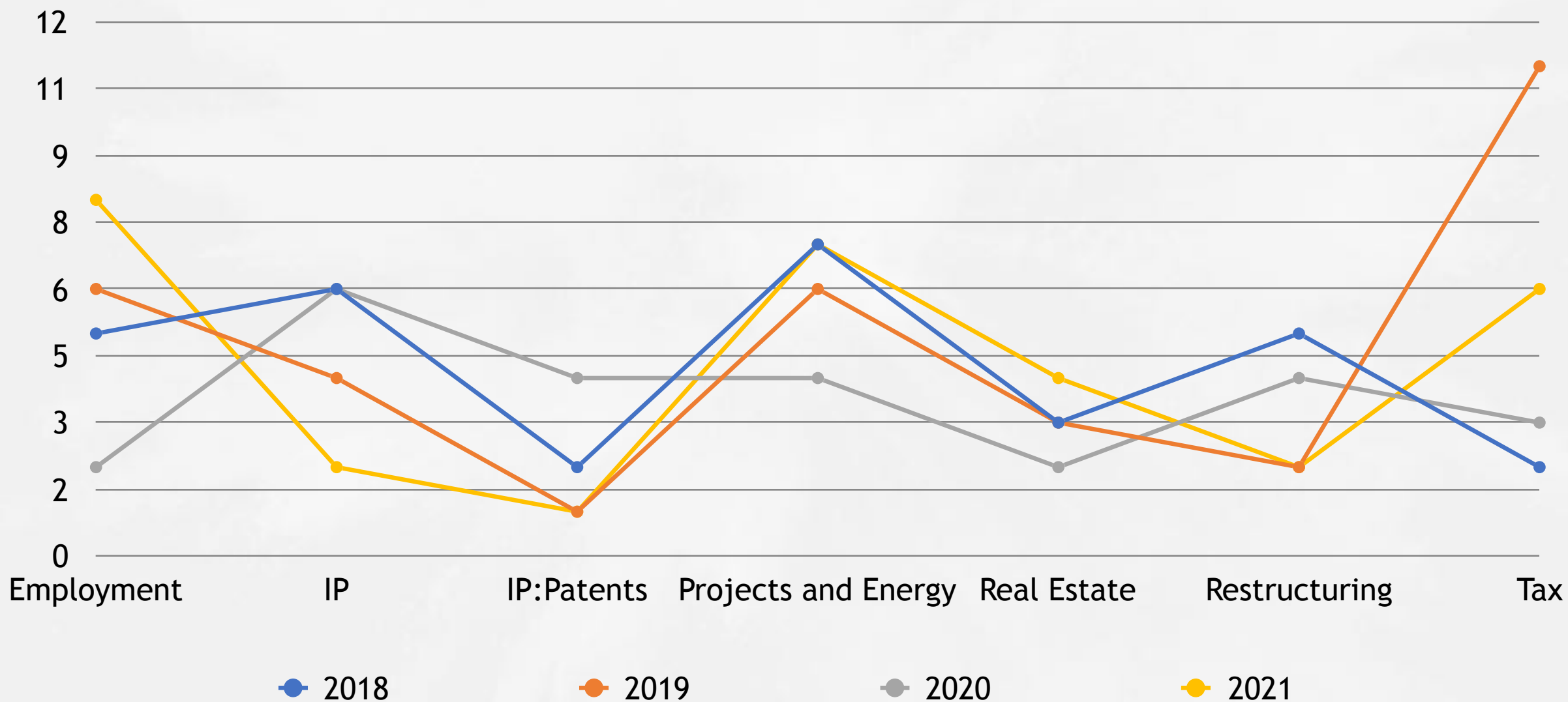
	up	new	down	out
Banking	1	1		
Capital Markets	1	2	3	2
Competition	3	1		
M&A		2	2	1
Dispute Resolution	1	1		
Class Actions				
Employment	5	2		1
IP		2		
IP: Patents	1			
Projects and Energy	3	2		2
Oil and Gas		1		1
Real Estate	2	2		
Zoning and planning				
Restructuring	1	1		
Shipping	1	1	1	
Tax	2	3		1
TMT Tech			6	4
TMT		1		
Aviation				
Startups		2		
Privacy		4		
White Collar		7		

new individual tables

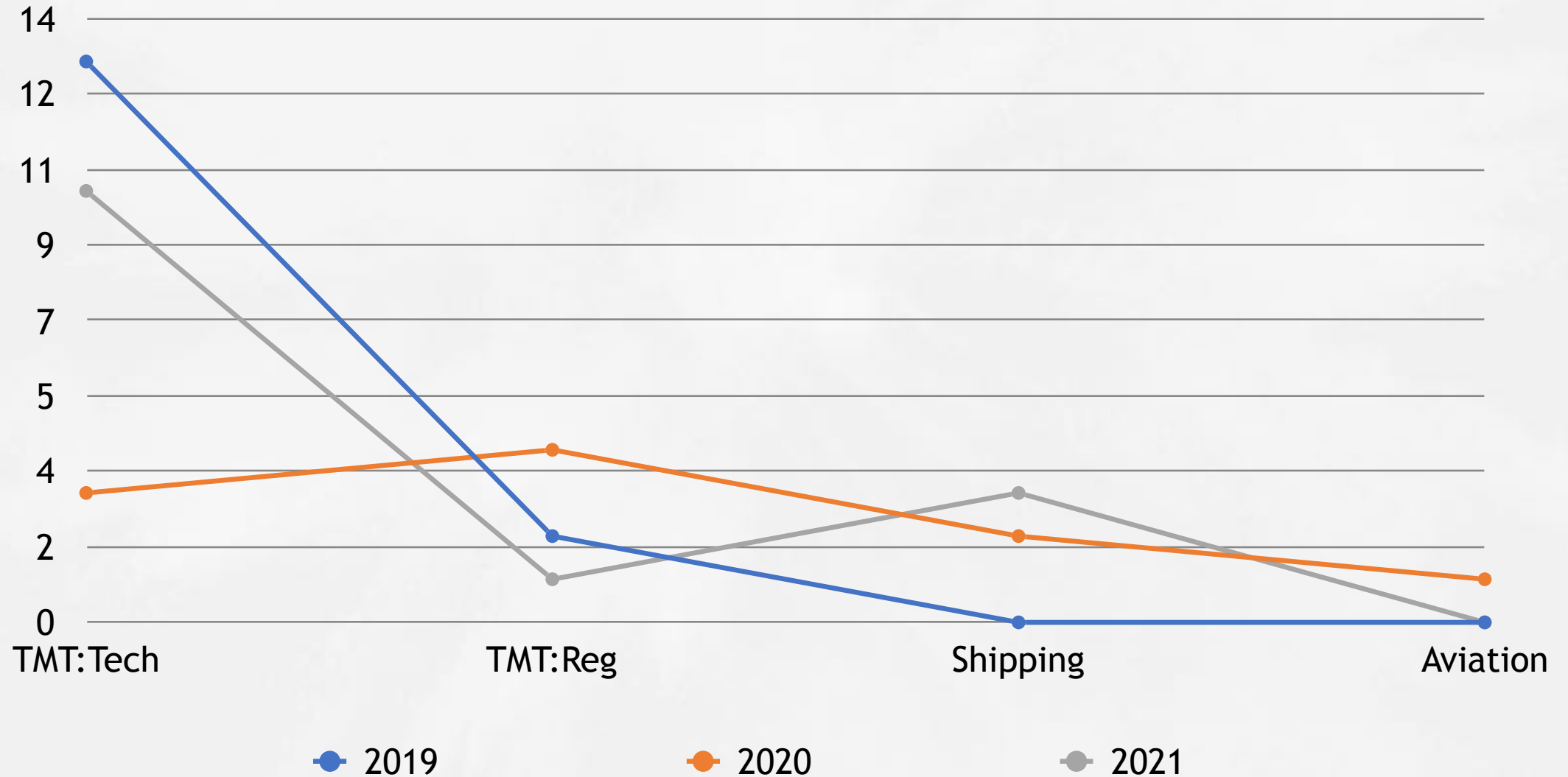
Total number of changes - individuals



Total number of changes - individuals



Total number of changes - individuals

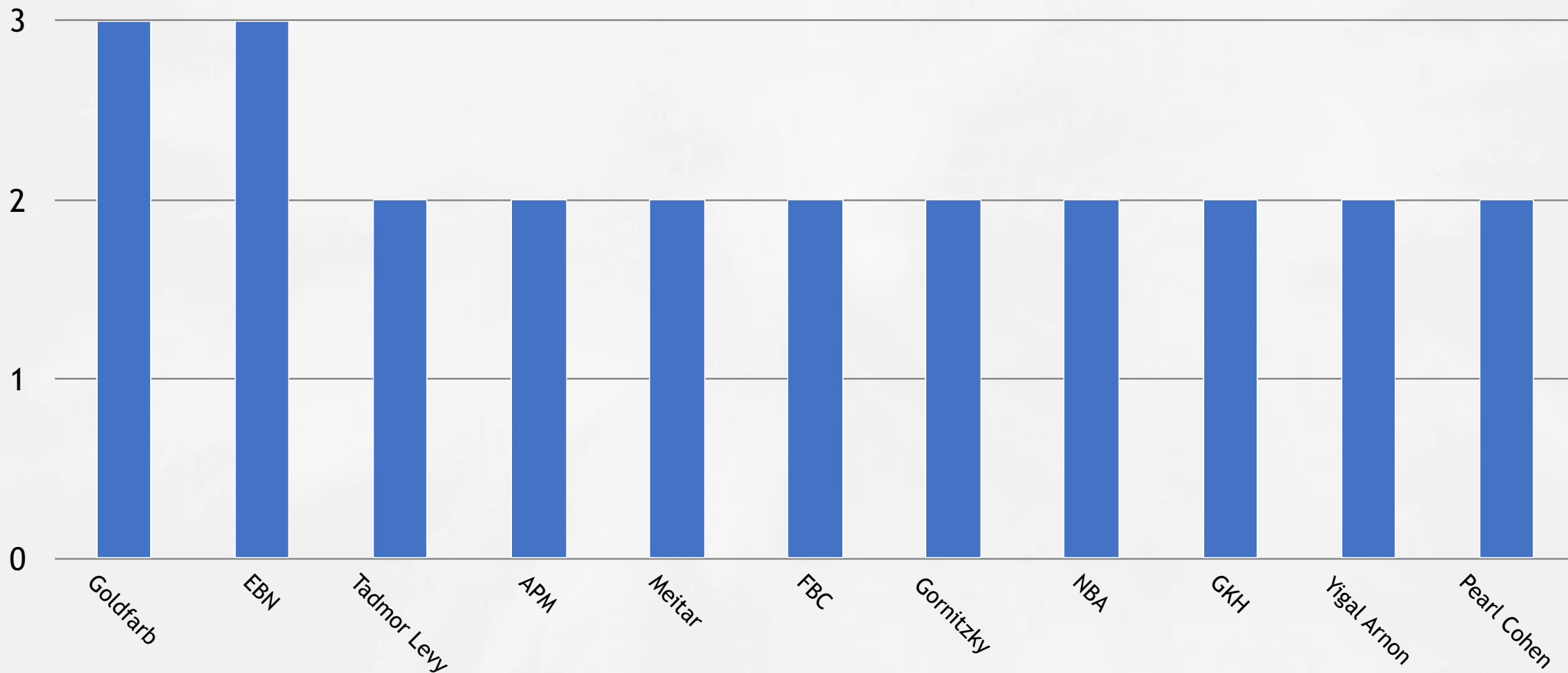




Firms Overview

2021

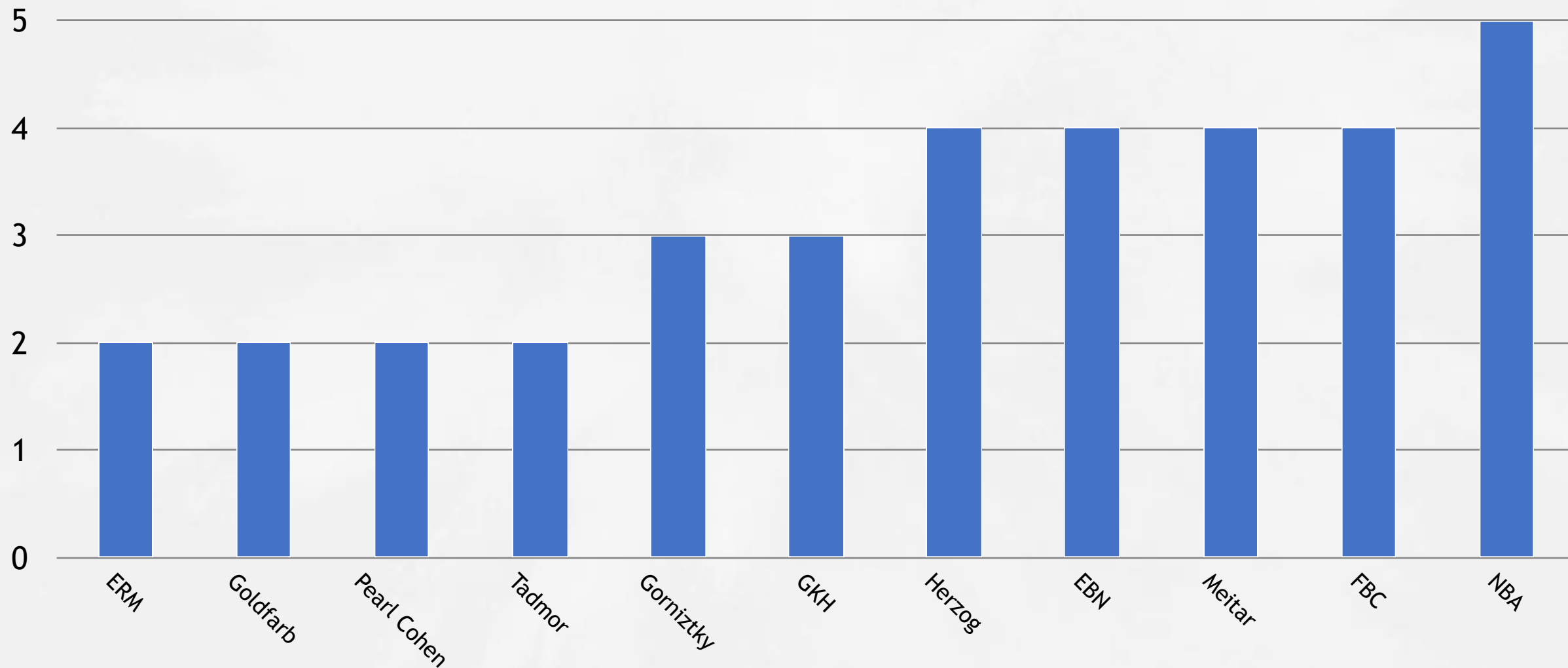
Best Performing by Practices



Graph Explained

- Graph shows total number of improvements (Up+New)
- Seven additional law firms had one movement up or entered the rankings.

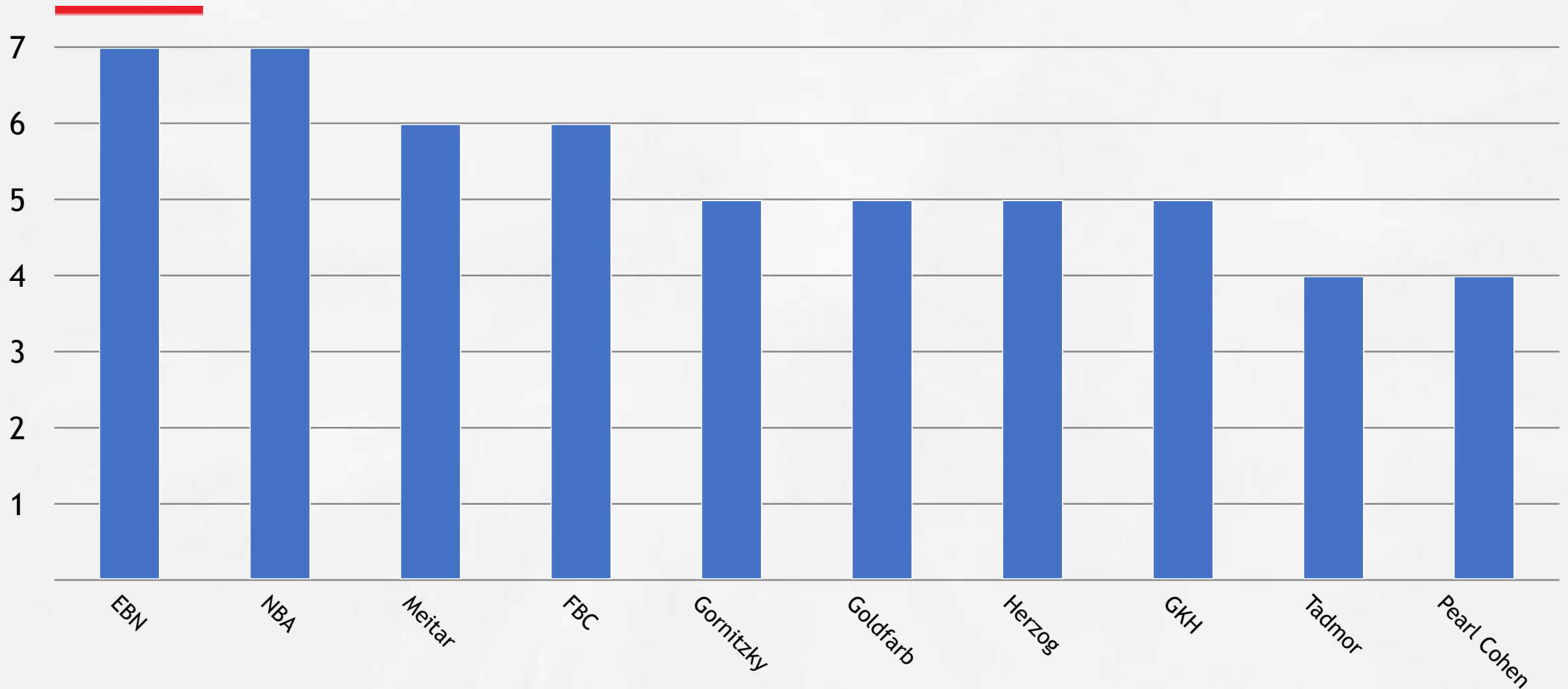
Best Performing by Individuals



Graph Explained

- Graph shows total number of improvements (Up+New)
- Graph does not include individuals that appeared in the 2020 tables and have been relocated to new sub-tables
- 10 additional law firms had one movement up or entered the individual rankings
- 7 additional law firms entered the new white collar table

Best Performing Overall



Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined
- Graph does not include individuals that appeared in the 2020 tables and have been relocated to new sub-tables
- 3 additional law firms had three total improvements

Law firms that climbed to Band 1

Gornitzky (M&A)
Yigal Arnon (M&A)
Ehrlich Fenster (IP:Patents)

does not include new tables: white collar, international

2019 three firms climbed to Band 1: HFN (Real Estate and TMT:Tech), Fischer (Banking and Capital Markets) and S Horowitz (Aviation)

2020: one firm climbed to Band 1: Liad Whatstein (IP)

Lawyers that climbed to Band 1

Boaz Golan (Goldfarb Seligman) - Competition

Giora Erdinast (Erdinast Ben Nathan Toledano)- Dispute Resolution

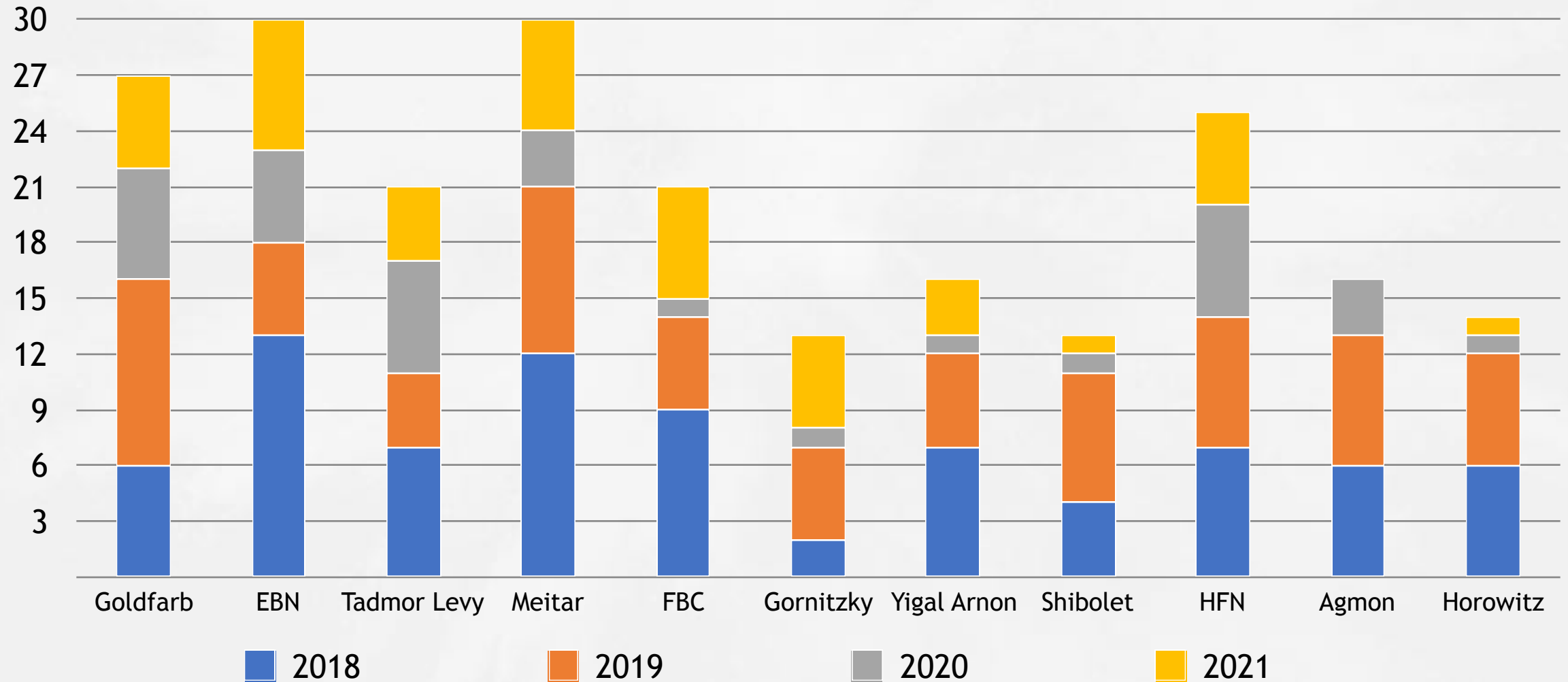
Daniel Paserman (Gornitzky) - Tax

does not include new tables: white collar, startups and privacy

2019: three individuals climbed to Band 1 - all in Capital Markets: David Glatt (Meitar), Israel Shimonov (Shimonov & Co.) and Shirel Guttman-Amira (Agmon & Co. Rosenberg Hacoheh & Co.)

2020: three individuals climbed to Band 1: Doni Toledano - M&A (EBN), Shai Bakal - Competition (Tadmor Levy) and Guy Gissin - Restructuring (Gissin & Co.)

10 Best Performing Law Firms - Overall



The background of the slide is a grayscale image of Earth from space, showing the curvature of the planet and a starry sky. Two thick red diagonal lines cross the image, one from the top-left to the bottom-right, and another from the bottom-left to the top-right, creating a central white diamond shape.

Thanks

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