

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.

Bringing more than 25 years of combined legal marketing experience, in Europe, the U.S. and Israel, we have been helping international and domestic law firms in their branding, develop strategy, build marketing and business development, promote thought leadership, drive client retention, and maximize a digital and social media presence.

As your trusted consultant, in-house legal marketer, or support to your existing department, we draw on expertise accumulated at the largest law firms globally and the most prominent legal directories to provide you with the real-world insight to make that leap, compete effectively and be noticed by the very clients you are looking to win.



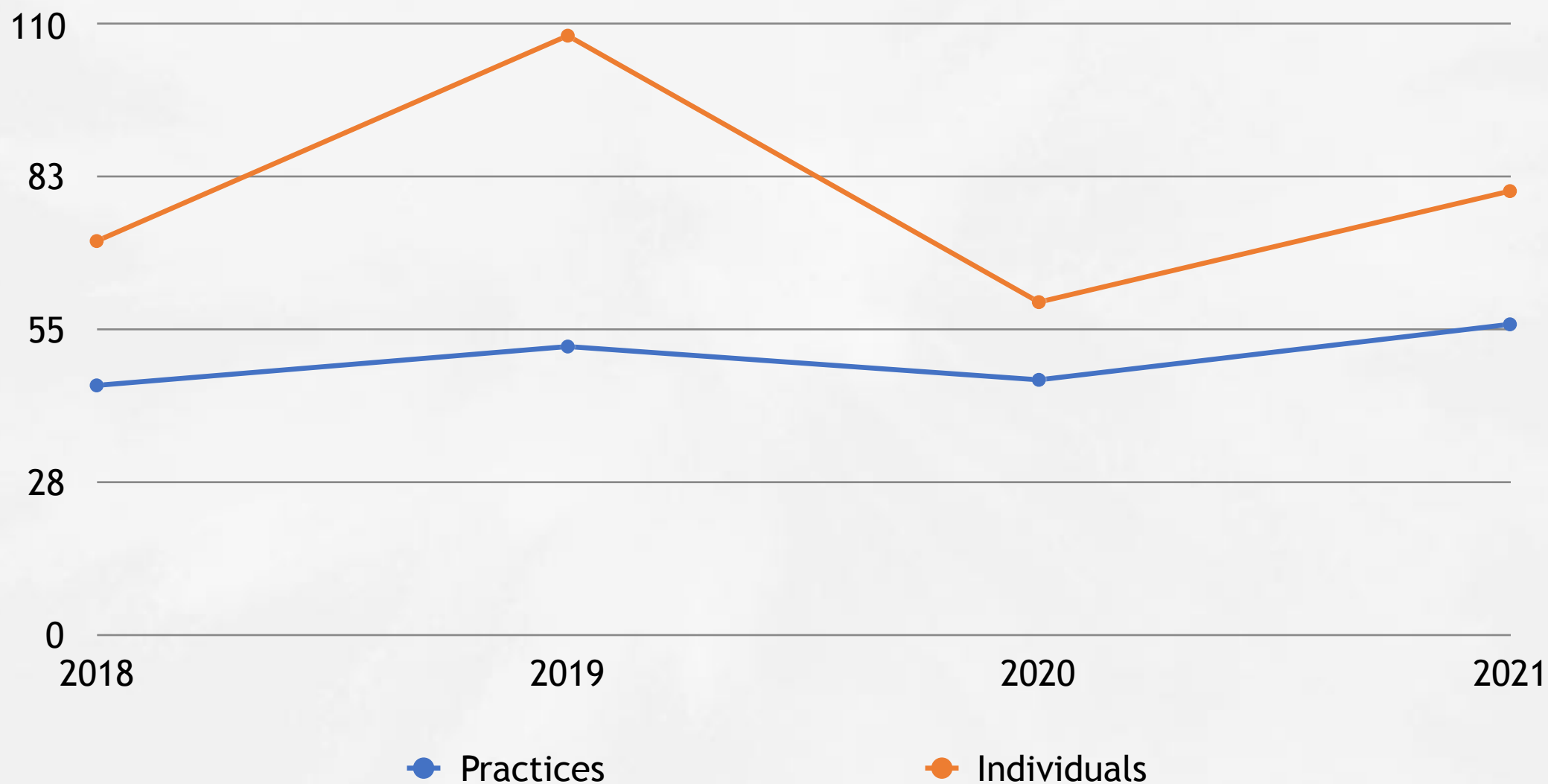
Key Findings

2021

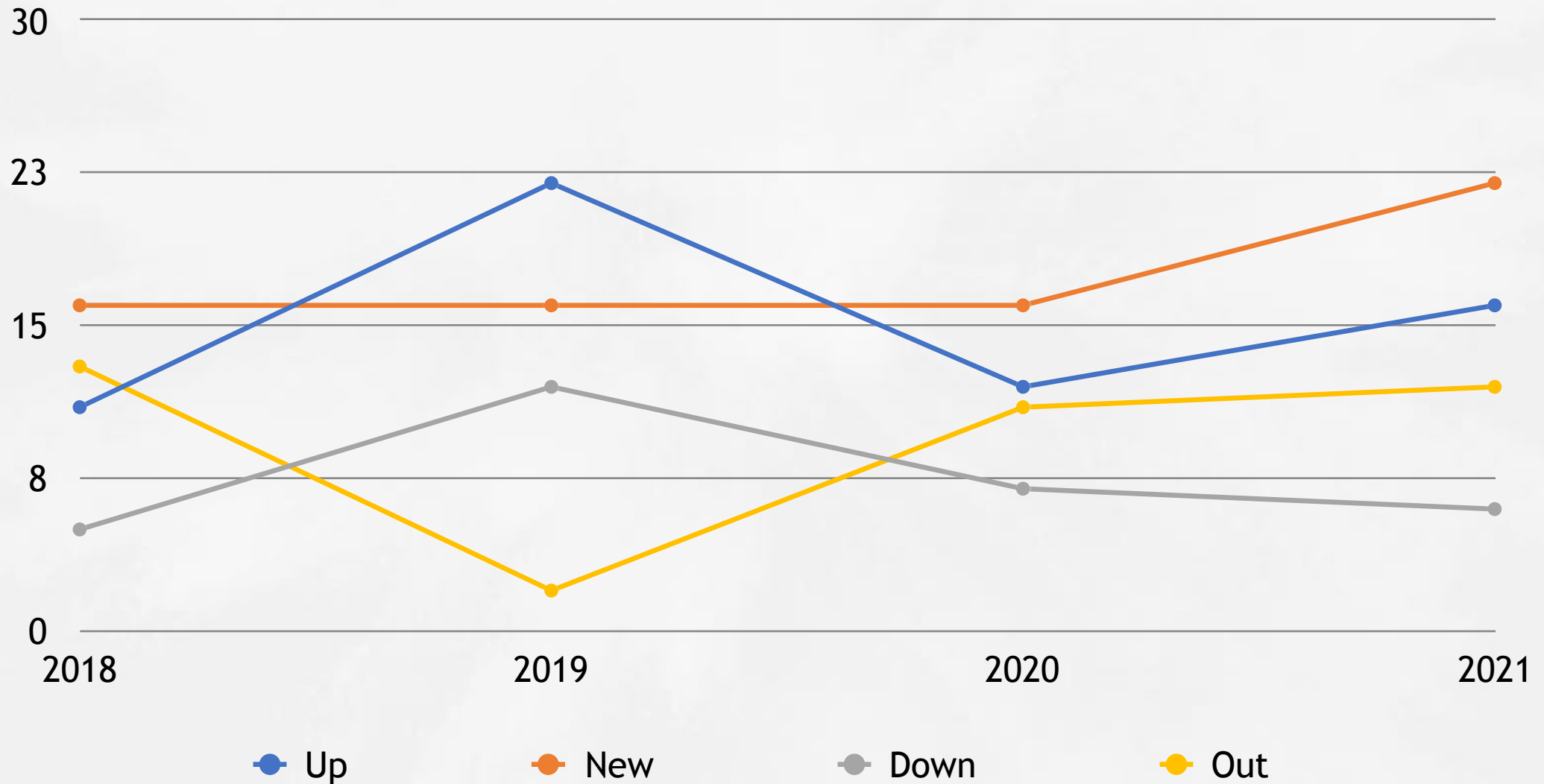
Executive Summary

- Four new tables: International, Privacy, Startups and White Collar. Privacy derived from TMT:Tech. Startups derived from new practice submission and 2020 Startups spotlight table.
- Four new sub-tables for individuals (individuals included 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
- 3 law firms managed to climb to Band 1 and 3 individuals succeeded to climb to Band 1.

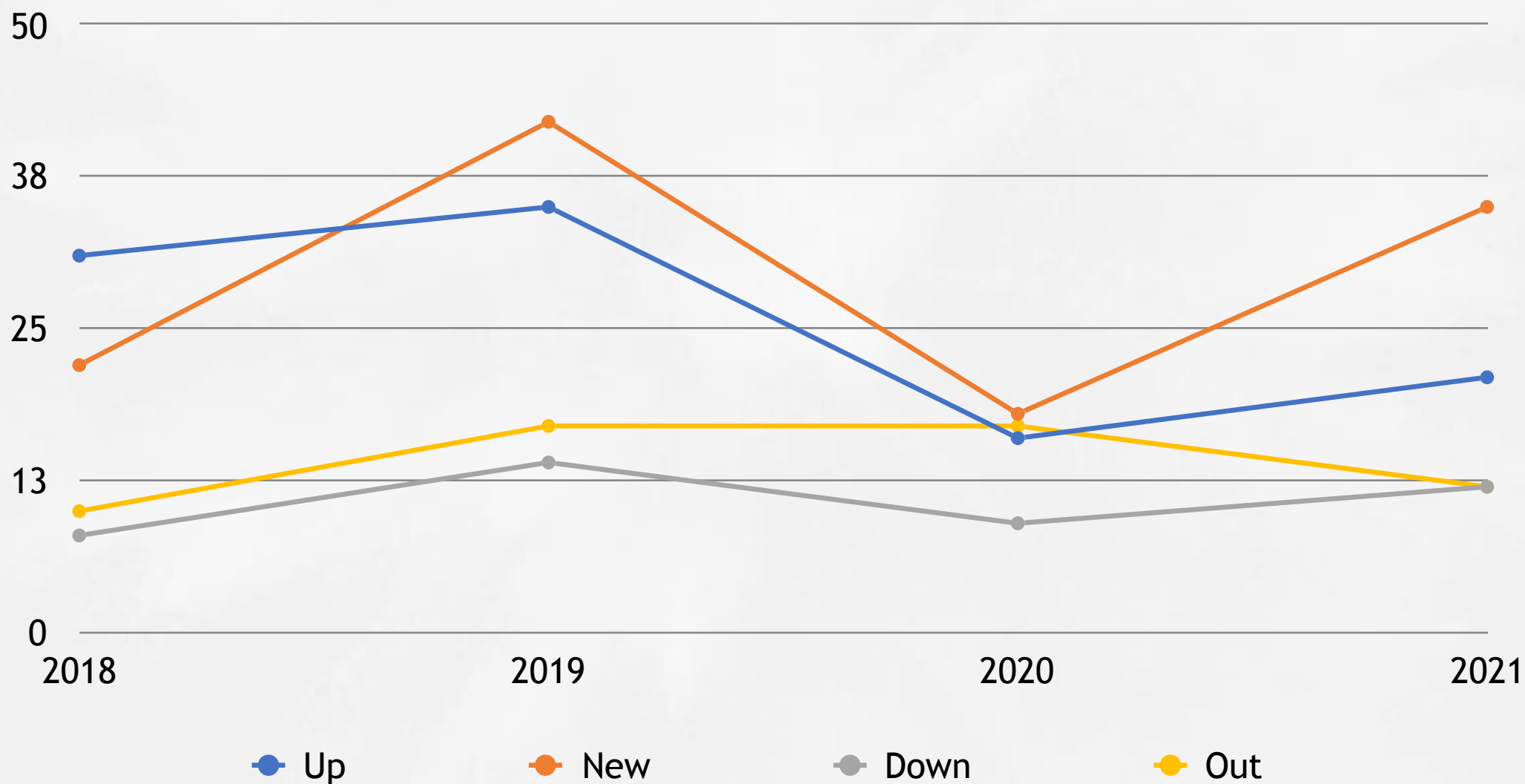
Total number of changes



Total number of changes - practices



Total number of changes - individuals





Practice Overview

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		



Individual Overview

2021

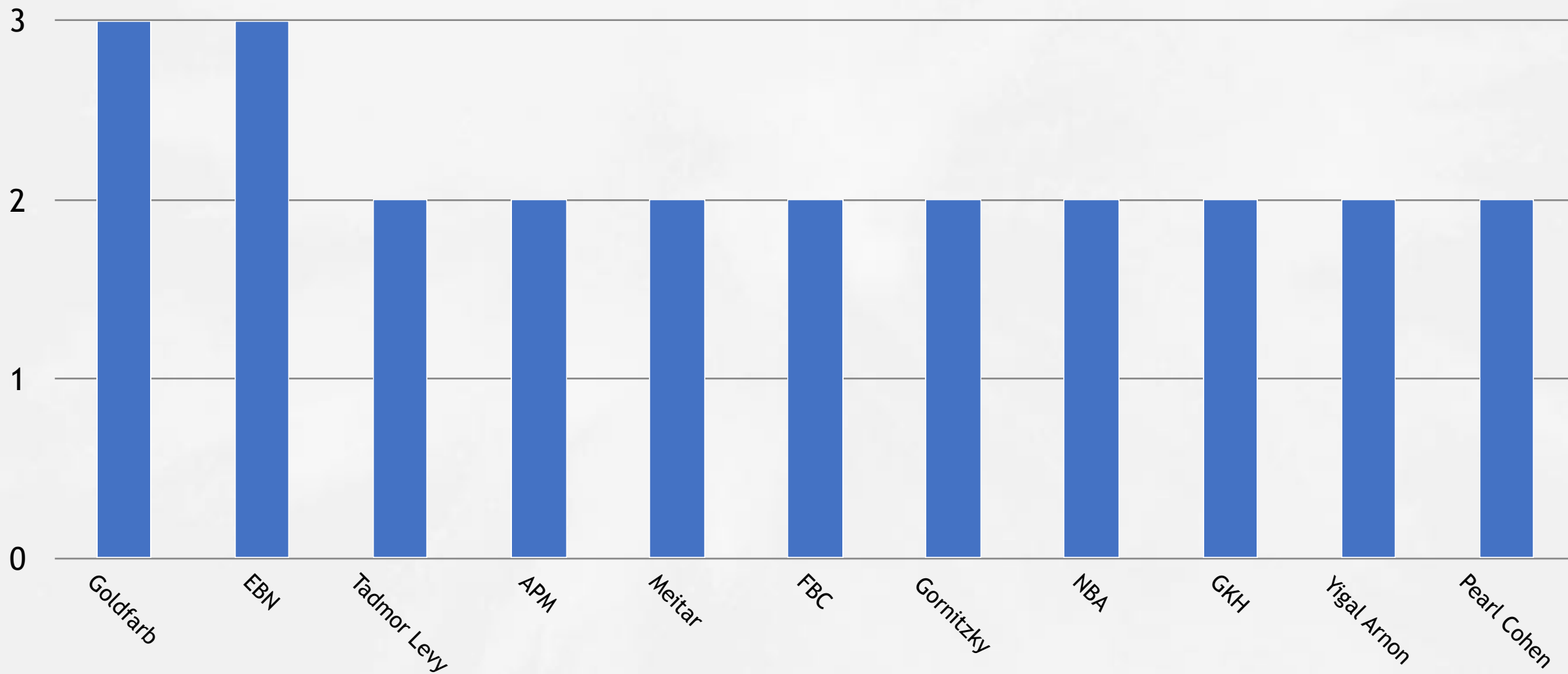
	up	new	down	out
Banking	1	1		
Capital Markets	1	2	3	2
Competition	3	1		
M&A		2	2	1
Dispute Resolution	1	1		
Class Actions				
Employment	5	2		1
IP		2		
IP: Patents	1			
Projects and Energy	3	2		2
Oil and Gas		1		1
Real Estate	2	2		
Zoning and planning				
Restructuring	1	1		
Shipping	1	1	1	
Tax	2	3	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



Firms Overview

2021

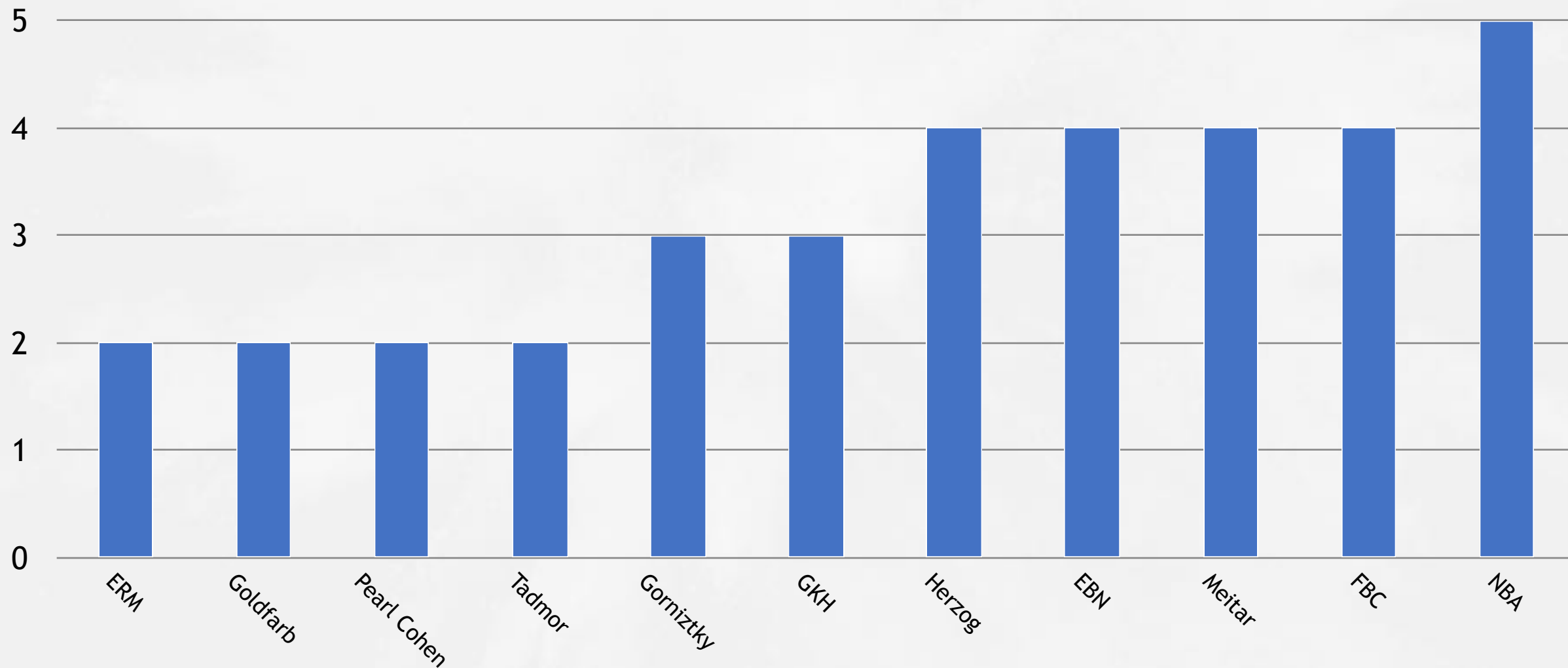
Best Performing by Practices



Graph Explained

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

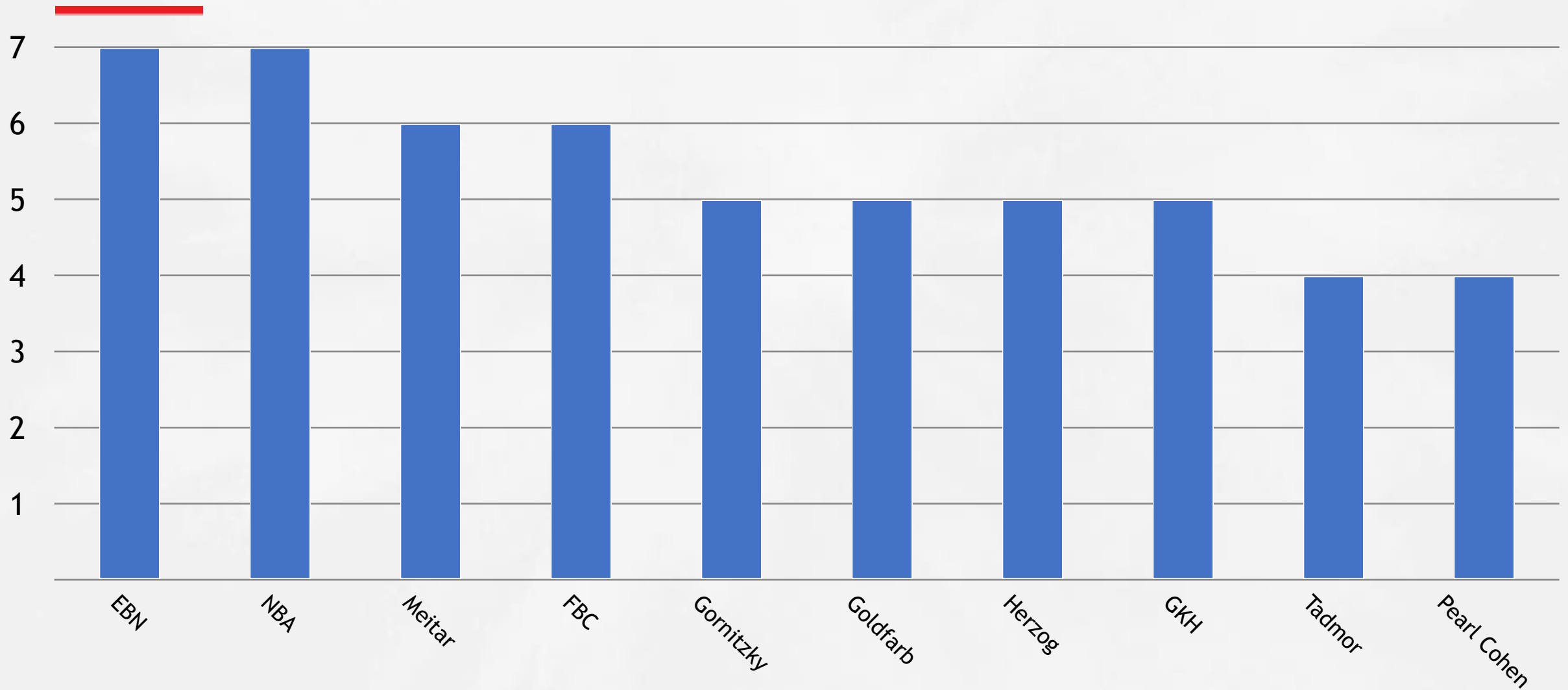
Best Performing by Individuals



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

Law firms that climbed to Band 1

Boaz Golan - Competition
Giora Erdinast - Dispute Resolution
Daniel Paserman - Tax

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

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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