

# **Legal 500 Global 2021**

## **Israel Rankings Analysis**

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**April 2021**

# Nishlis Legal Marketing

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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.



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# Key Findings

2021

# Executive Summary

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- Two main trends - more movement down and out, overall and in comparison to previous years and expansion of ranked individuals.
- In 2021 there are less changes (105 moves), in comparison to 2019 (175) and 2020 (134), most of the changes were negative - more firms went down or out of the rankings, as opposed to up or in (65% down and out 35% up and into the rankings). In numbers, a total of 37 moves up and new entries, as opposed to 68 moves down our out of the practice rankings.
- 76 lawyers entered the individual rankings (leading/next generation/rising stars) and only two have been pushed out. Although this is less than the 94 new entires last year, it does show a trend of adding individual depth to the rankings.



# Executive Summary

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- Six law firms moved up to Tier-1, total of 11 moves to The top-tier in 2021.
- Practice with the most negative improvements - real estate and tax. Eight law firms have been removed from the real estate rankings and six out of the tax rankings (and an additional firm went down).
- Practice with the most improvements is dispute resolution (3 moves up and 1 new entry).
- Practices with the most new lawyers to enter the rankings: insurance (9), planning and zoning (8) and transport (6).

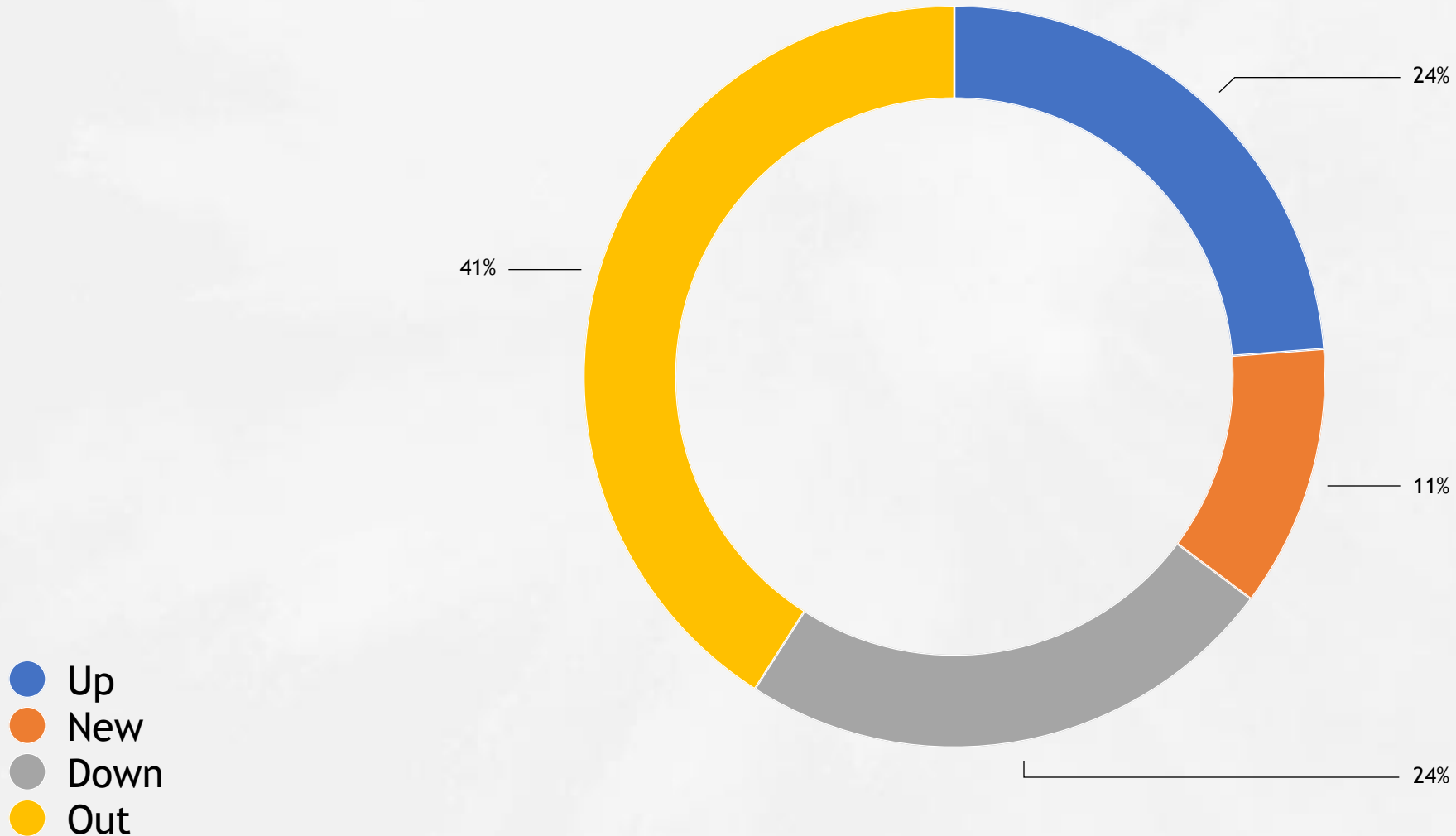
# Executive Summary

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Additional Stats (Among Israel's top-25 law firms):

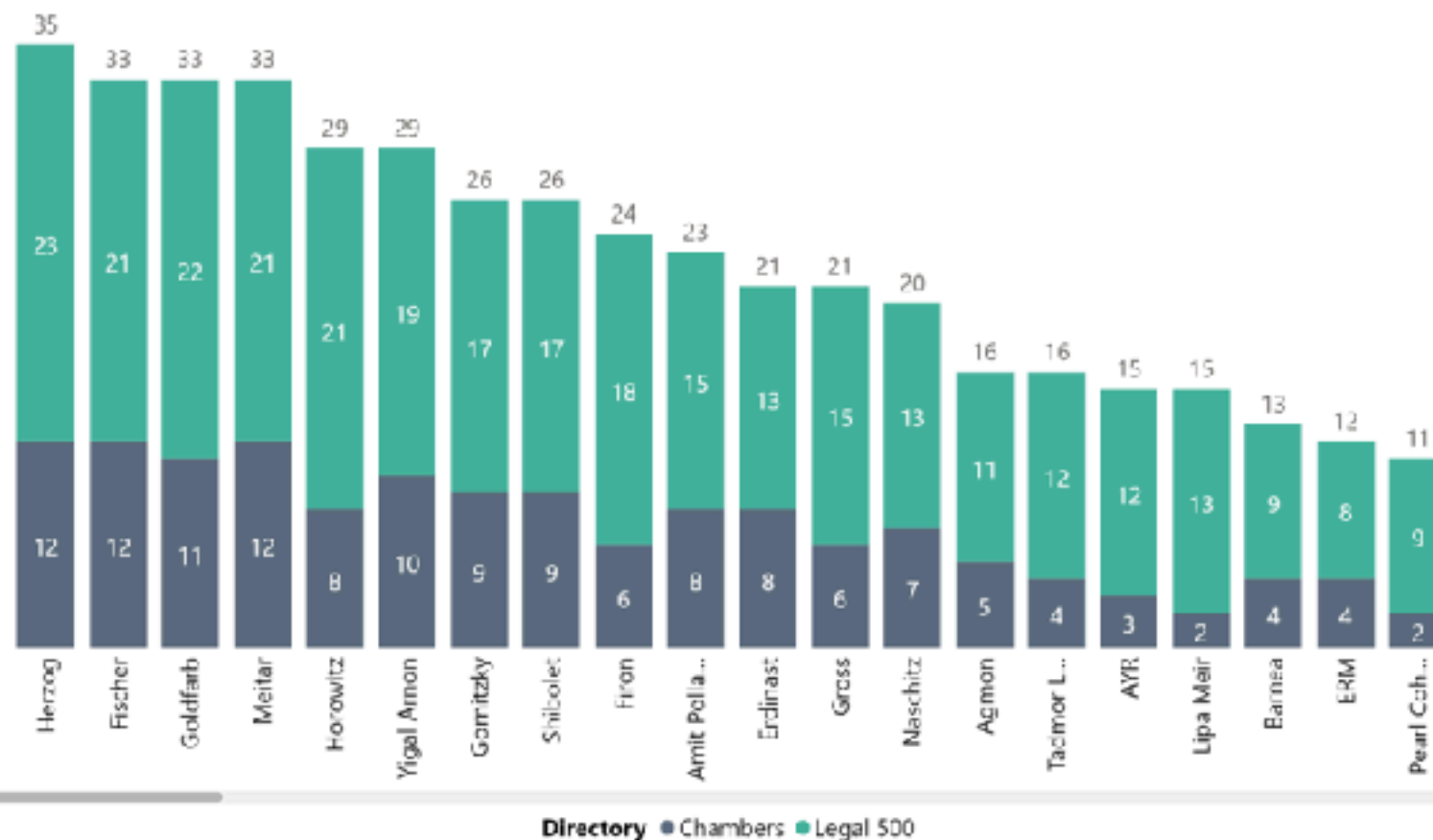
- average number of moves up in the rankings, per firm - 1.5 and average of going down - 1.4.
- average number of new entries to the rankings, per firm - 1 and average of going out of the rankings - 1.6.
- average of new individuals in the rankings, per firm, is 3.
- only 8 law firms have climbed the rankings with 2 moves or more (up and new).
- only 5 law firms have more than 5 new individuals in the rankings.

# Improvements in 2021 (ranked practices)



# Chambers and Legal 500 2021

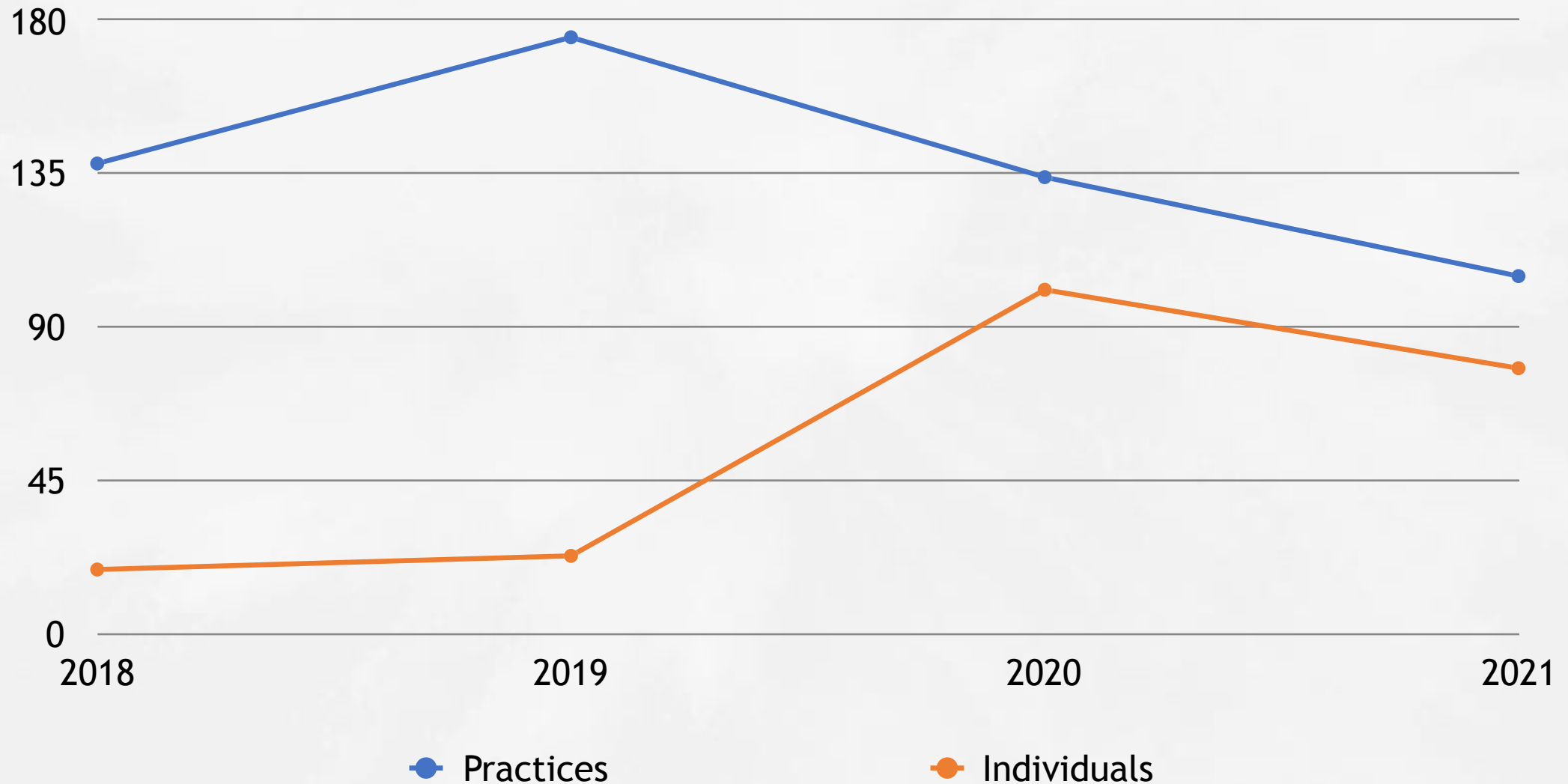
## Number of times a law firm is mentioned (by directory)



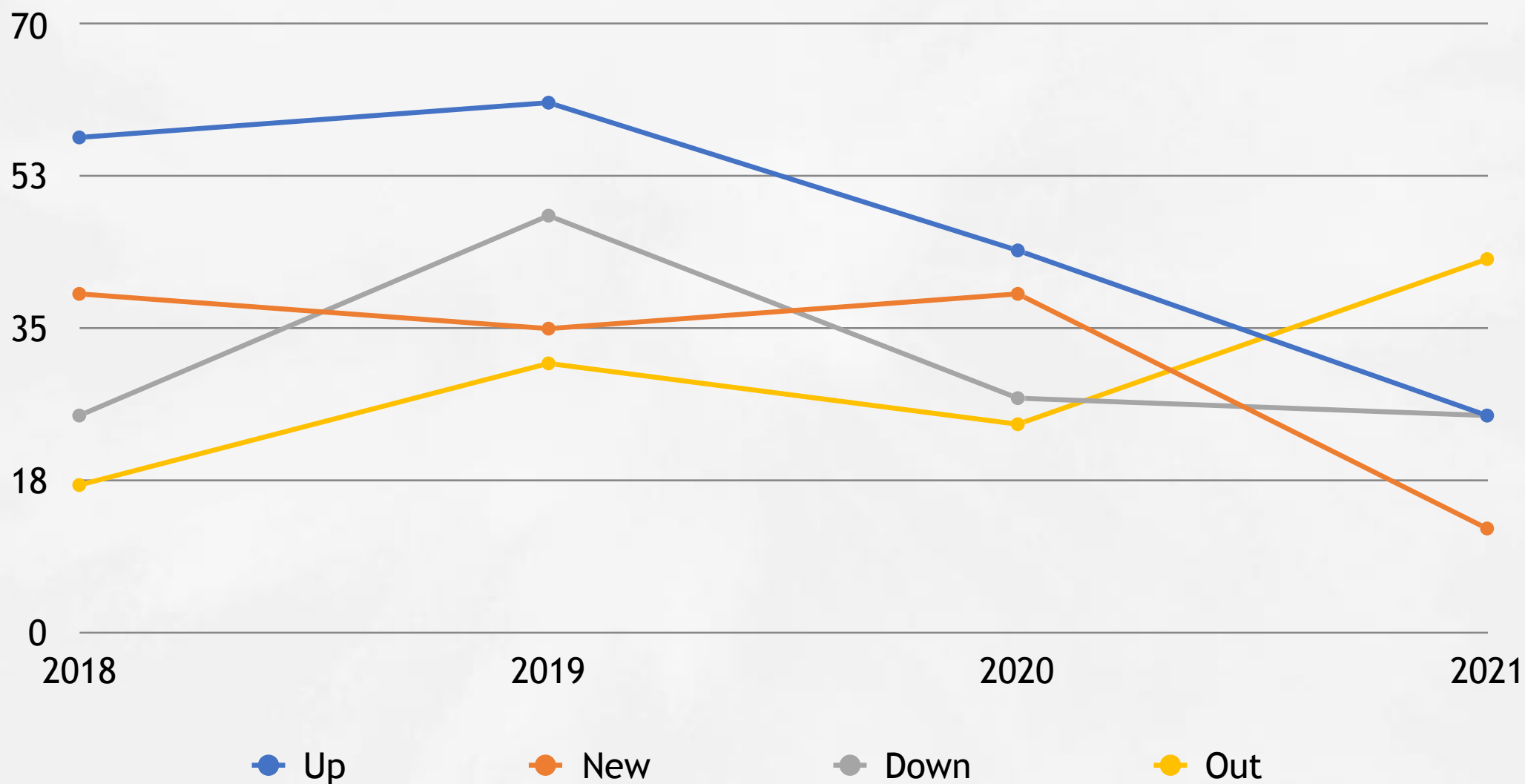
note: spotlight tables and sub tables from Chambers are not included.



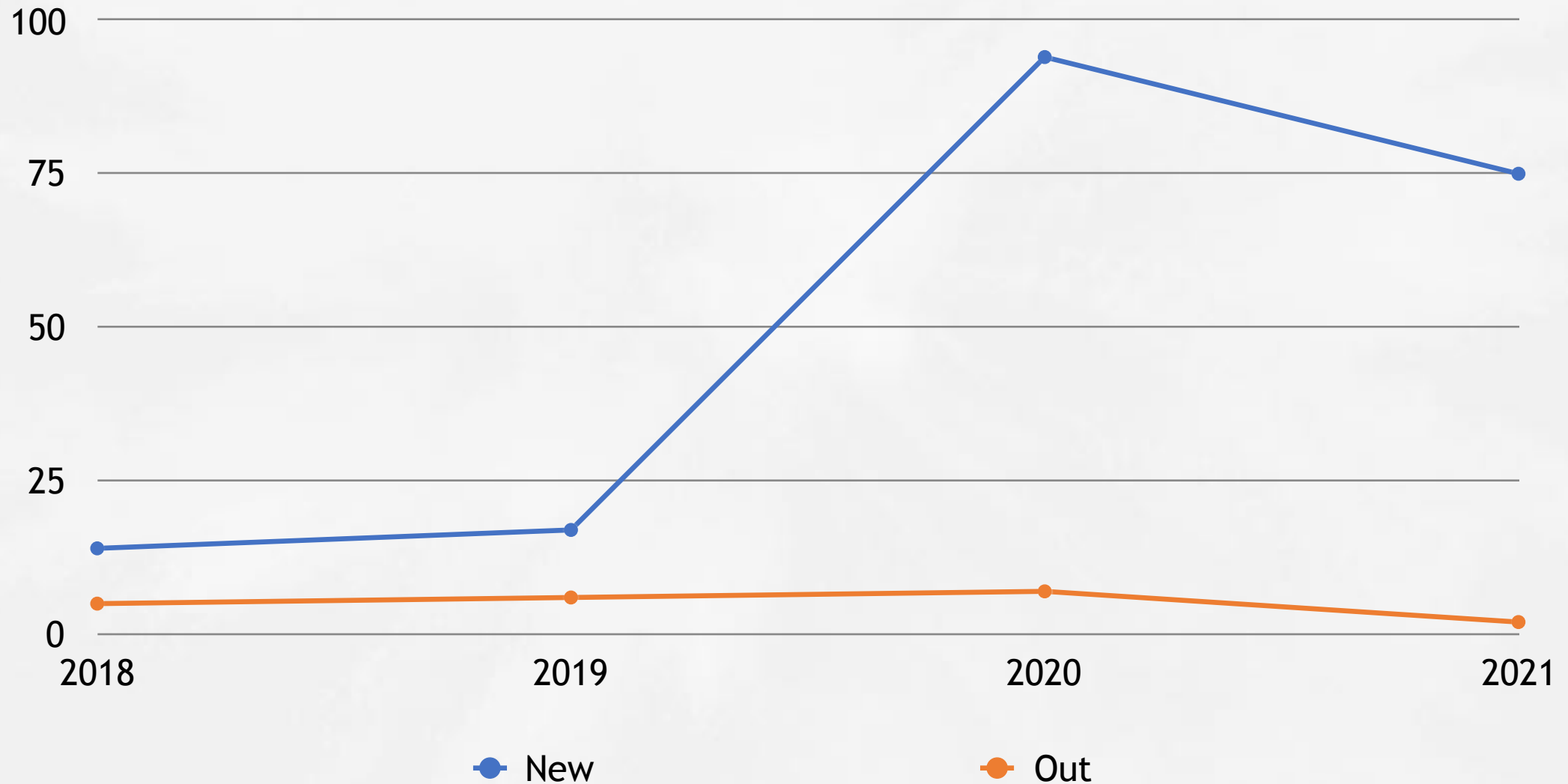
# Total number of changes - overall



# Total number of changes - practices



# Total number of changes - individuals





# Practice Overview

2021 and comparison to previous years

2021

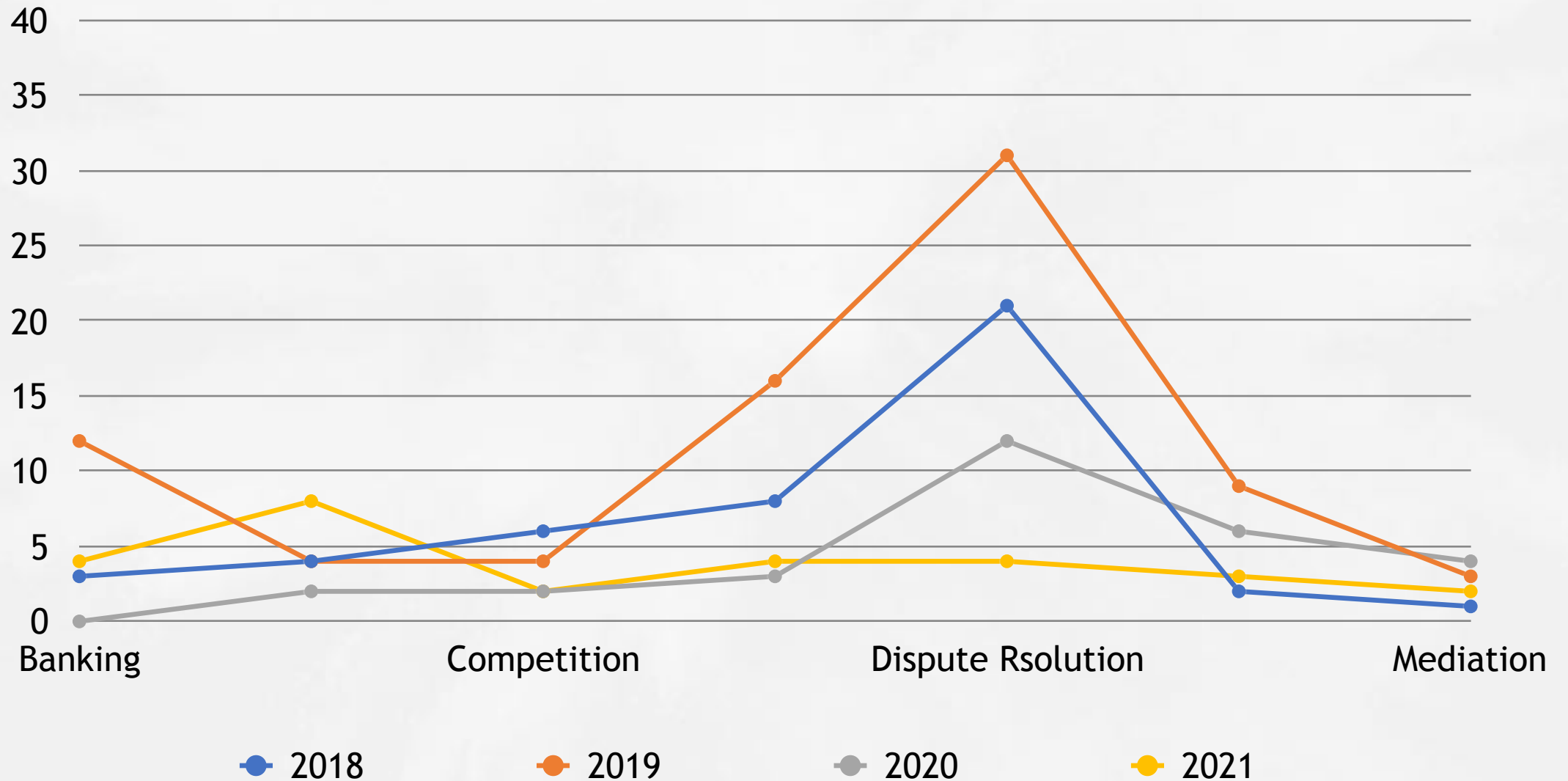
	up	new	down	out
<b>Banking</b>	3			1
<b>Capital Markets</b>	1		2	5
<b>Competition</b>	1	1		
<b>M&amp;A</b>	3			1
<b>Dispute Resolution</b>	3	1	1	
<b>Class Actions</b>	1		1	1
<b>White Collar</b>		1	1	1
<b>Mediation</b>			1	1
<b>Employment</b>				2
<b>Energy</b>				1
<b>Infrastructure</b>	2			
<b>Healthcare</b>			1	2
<b>Hi-Tech</b>	1		3	1
<b>Insurance</b>	2			2

2021

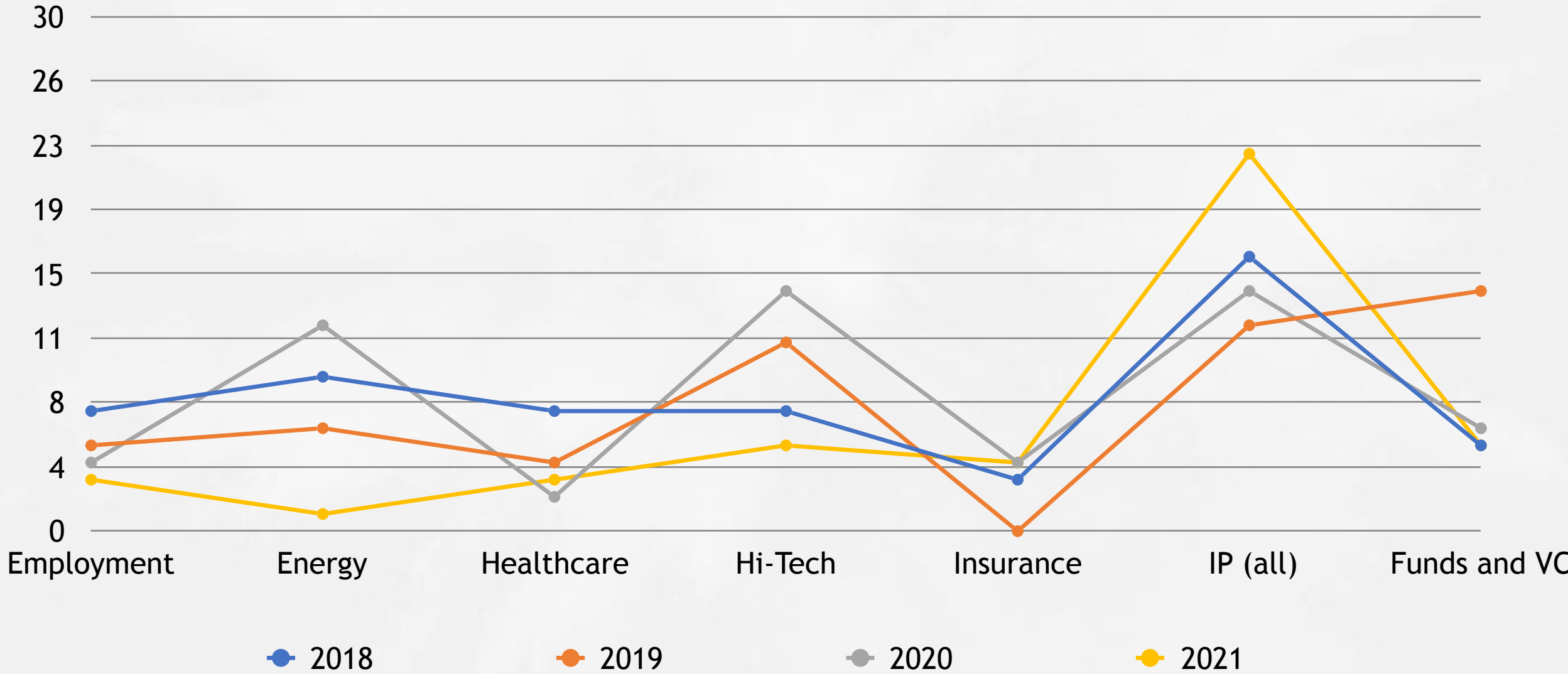
	up	new	down	out
<b>IP:Transactions</b>	2		2	3
<b>IP:Disputes</b>	1	1	2	1
<b>IP:Filings/ Prosecution:Patents</b>		3	3	
<b>IP:Filings/ Prosecution:Trademarks</b>	1	2		1
<b>Investment Funds</b>		1	3	1
<b>Planning and Zoning</b>				2
<b>Real Estate</b>				8
<b>Restructuring</b>	1	1		2
<b>Tax</b>			1	6
<b>Telecoms</b>	2	1	1	1
<b>Transport</b>			3	



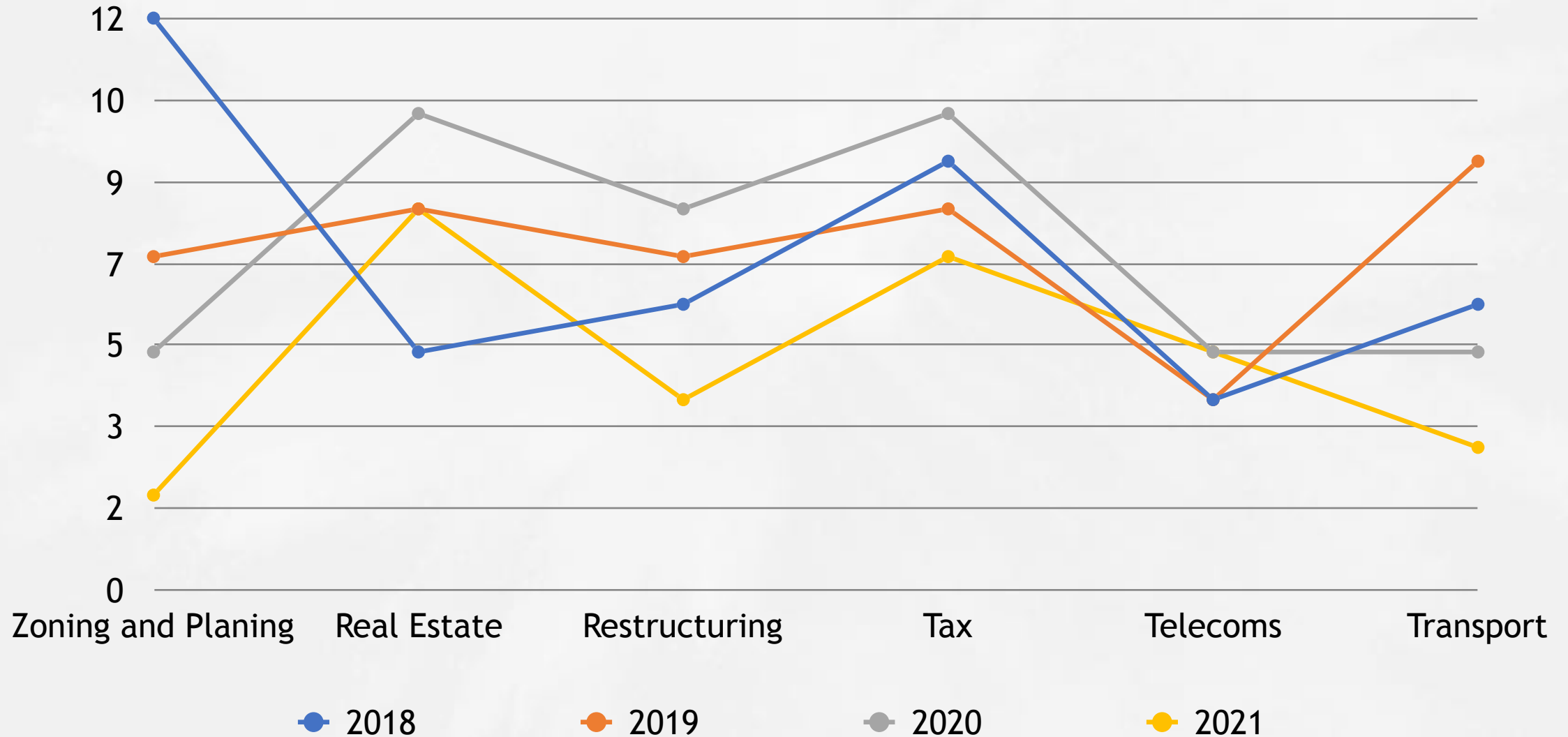
# Total number of changes per practice



# Total number of changes per practice



# Total number of changes per practice





# Individual Overview

2021 and comparison to previous years

# Disclaimer

- Individuals in this section refer to: leading, next generation and rising stars
- does not refer to recommended lawyers

2021

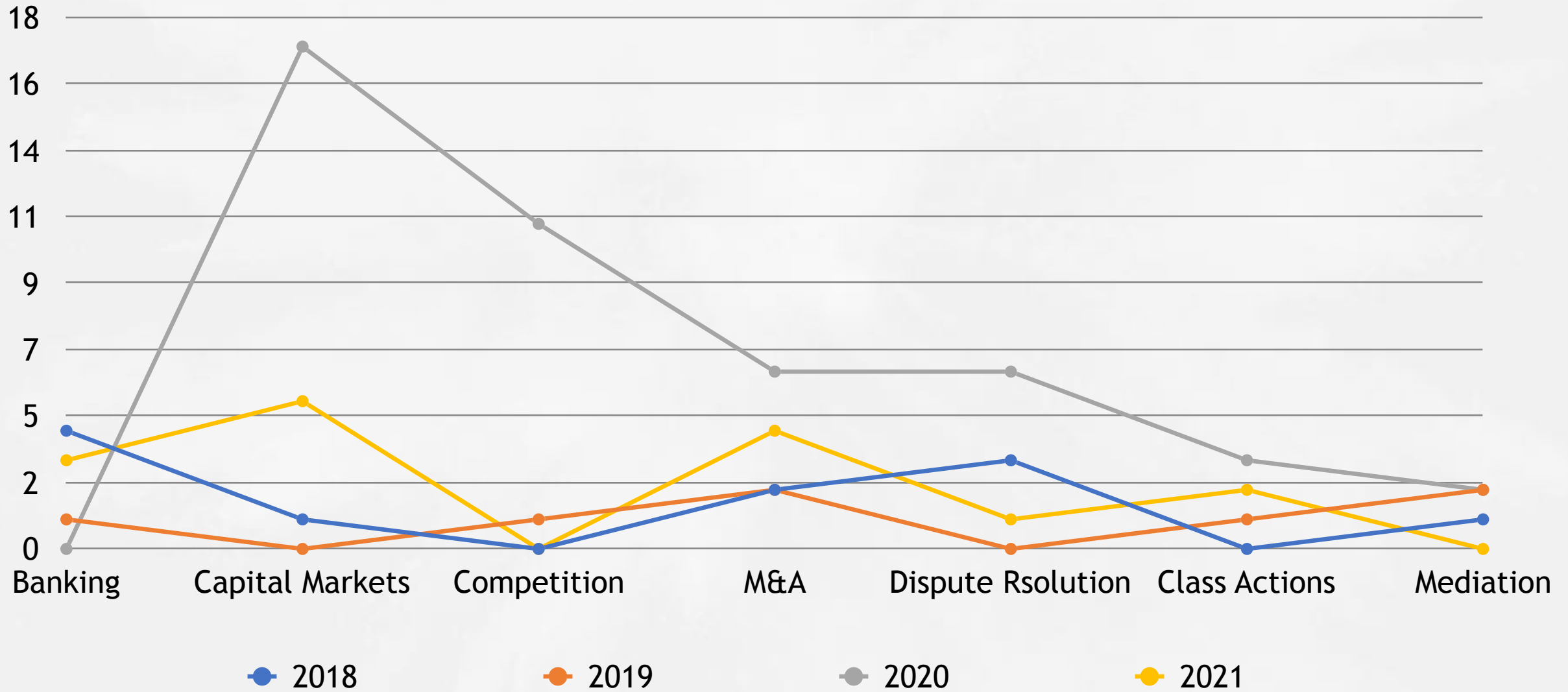
	up	new	down	out
Banking		3		
Capital Markets		3		2
Competition				
M&A		4		
Dispute Resolution		1		
Class Actions		2		
White Collar				
Mediation				
Employment		6		
Energy		6		
Infrastructure		5		
Healthcare		6		
Hi-Tech		1		
Insurance		9		



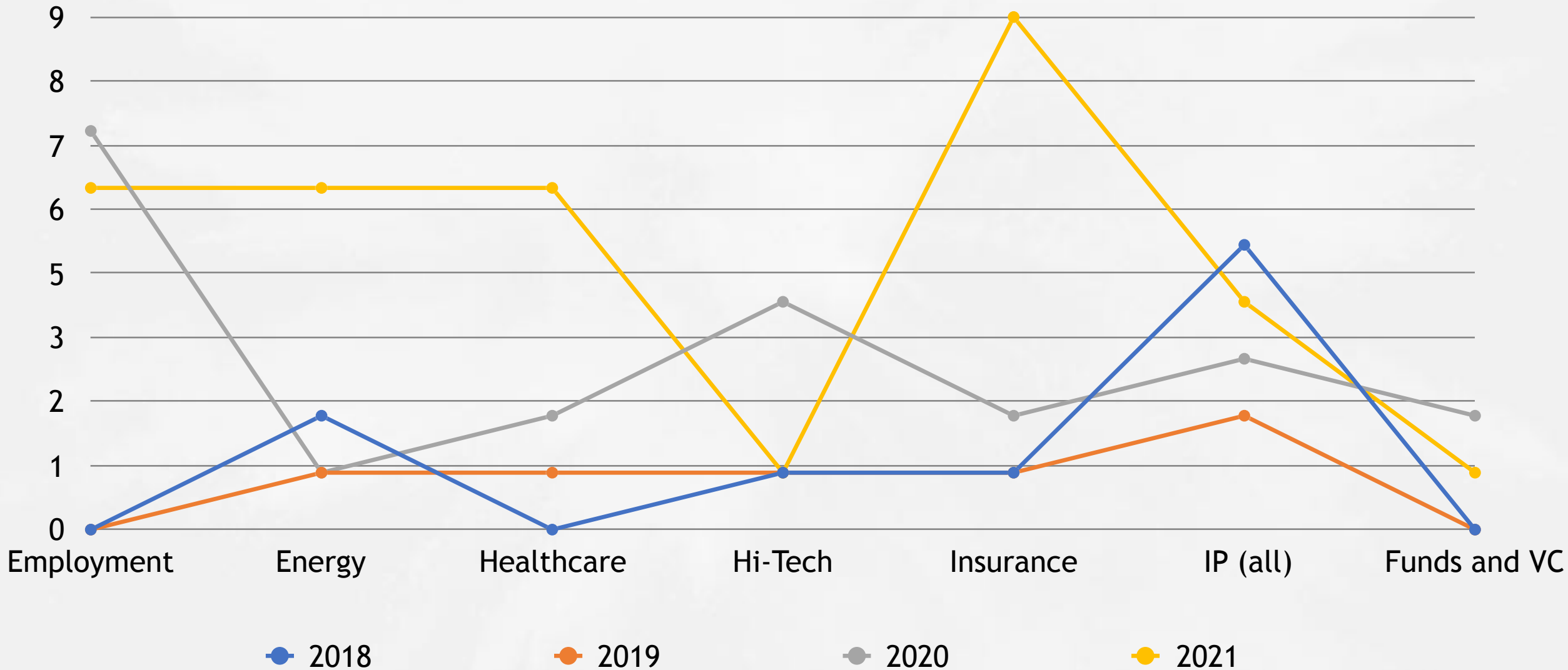
2021

	up	new	down	out
IP:Transactions		1		
IP:Disputes		1		
IP:Filings/ Prosecution:Patents		2		
IP:Filings/ Prosecution:Trademarks				
Investment Funds		1		
Planning and Zoning		8		
Real Estate		2		
Restructuring		4		
Tax		3		
Telecoms		1		
Transport		6		

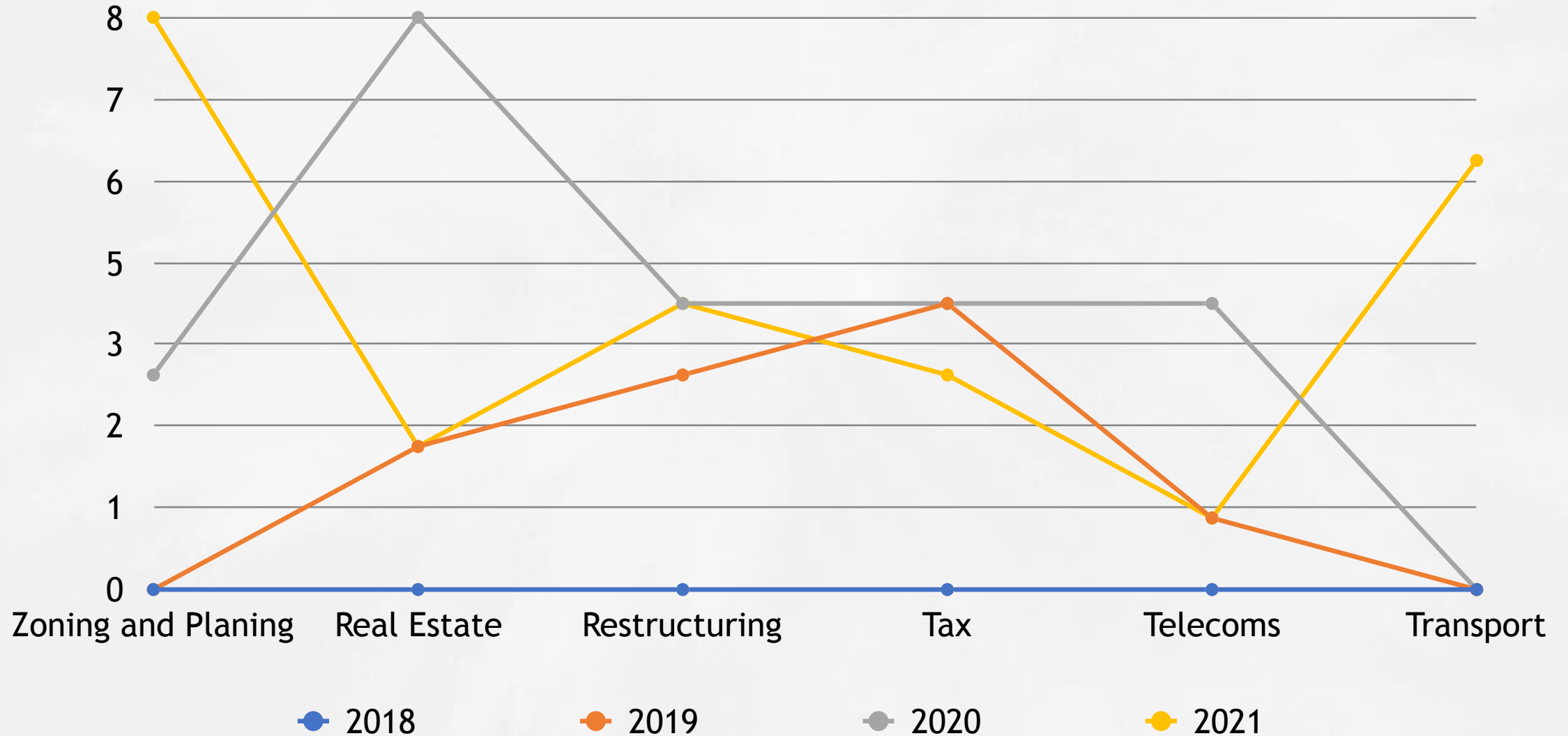
# Total number of changes - Individuals



# Total number of changes - Individuals



# Total number of changes - Individuals

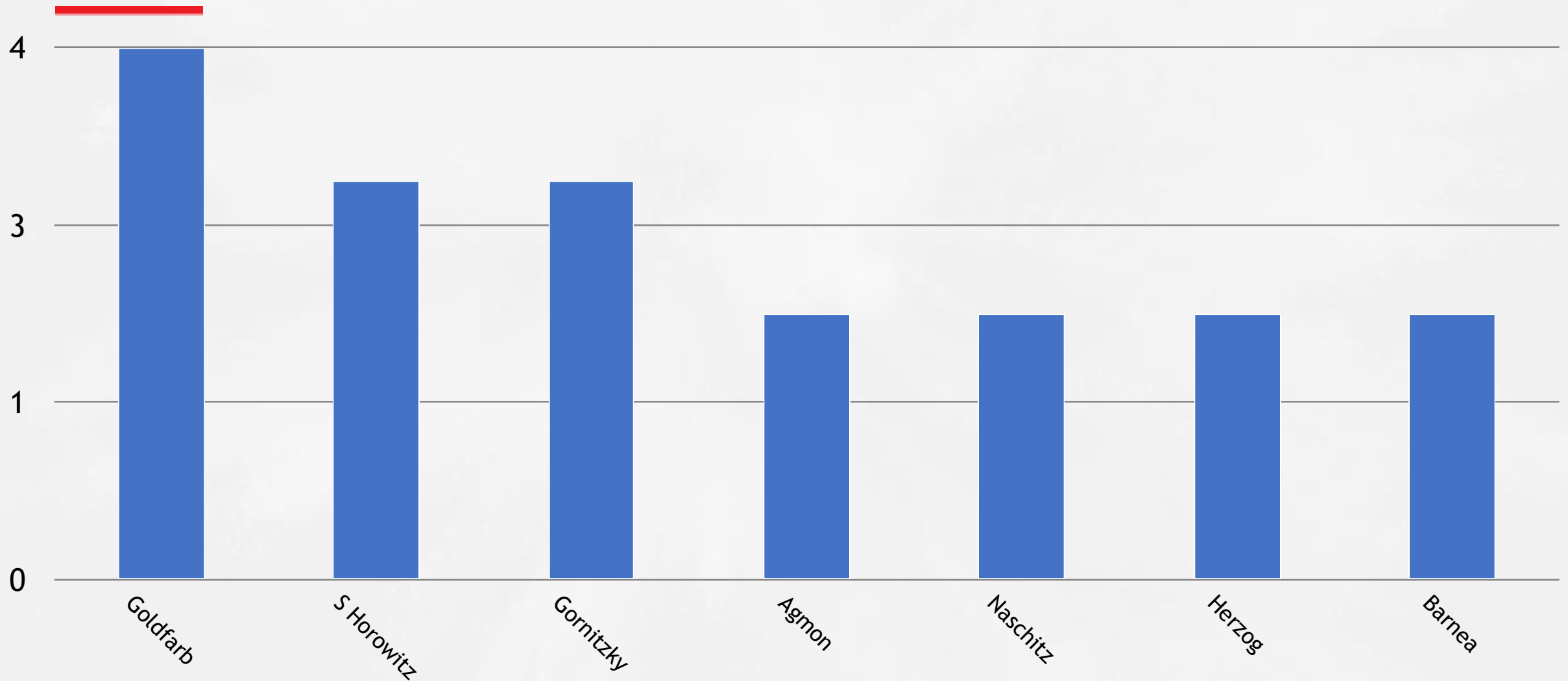




# Firms Overview

2021

# Best Performing by Practices

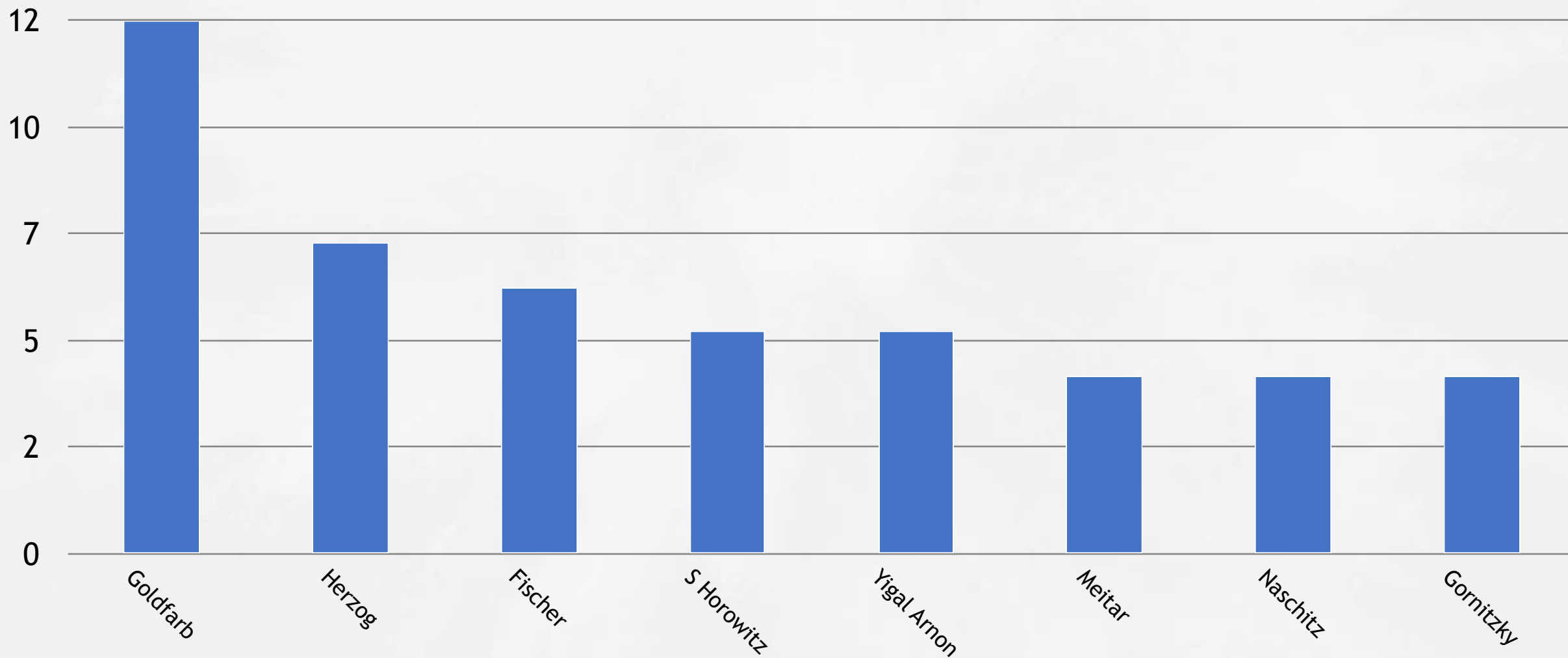




# Graph Explained

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

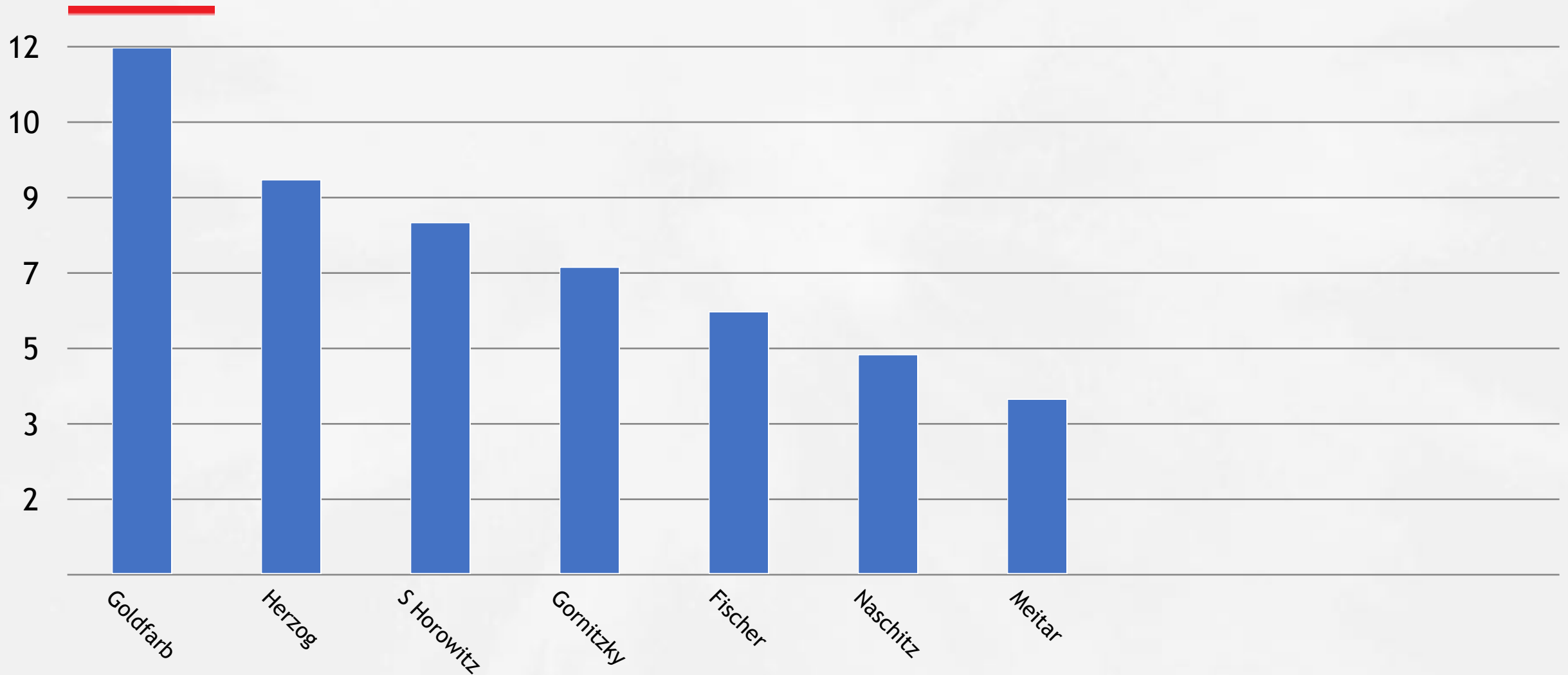
# Best Performing by Individuals



# Graph Explained

- Graph shows total number of improvements (Up+New)
- Individuals table refers to: leading, next generation and rising stars
- Eight additional law firms had 1-3 lawyers entering the individual rankings

# Best Performing Overall



# Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined minus down+out
- Six additional law firms had two total improvements

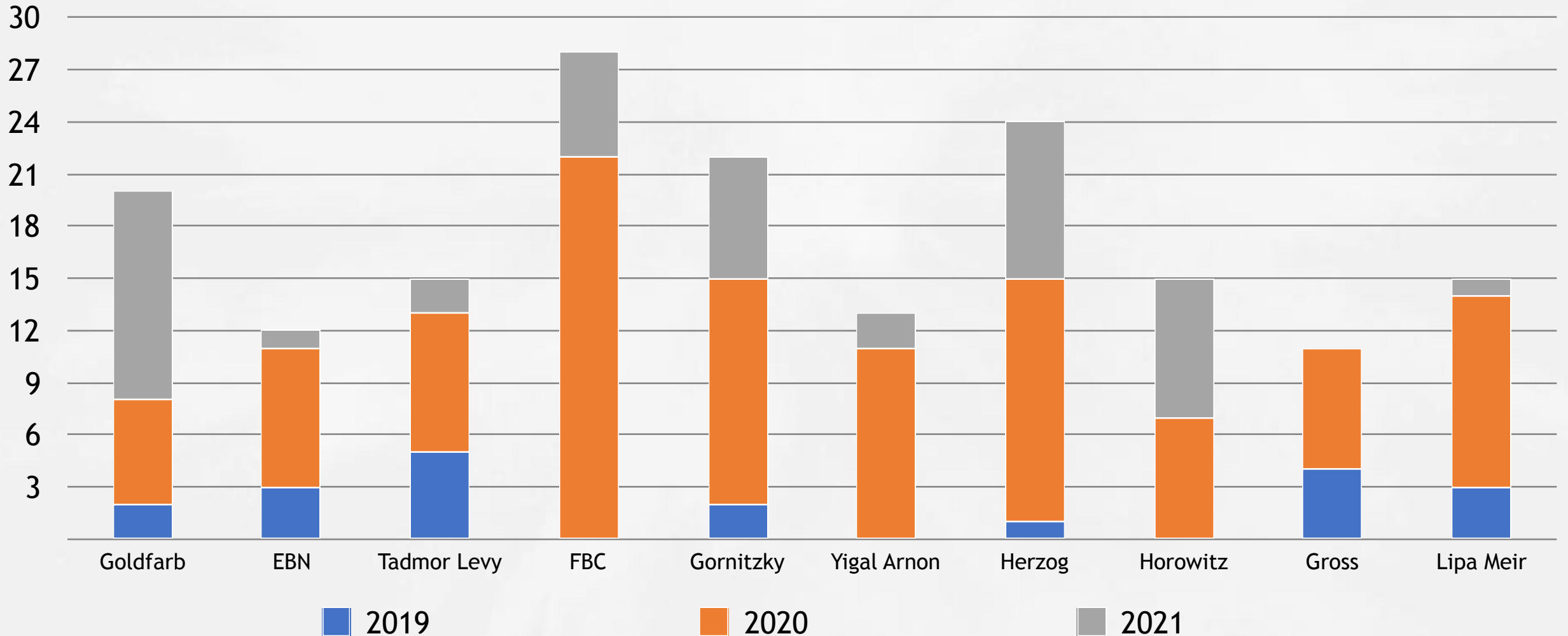
# Law firms that climbed to Tier 1

<b>Agmon &amp; Co. Rosenberg Hacoheh &amp; Co.</b>	banking
<b>S Horowitz</b>	M&A
<b>Herzog</b>	Competition
<b>Goldfarb Seligman &amp; Co.</b>	Litigation
<b>Efrat Deutsch</b>	Employment
<b>Goldfarb Seligman &amp; Co.</b>	Infrastructure
<b>S Horowitz</b>	Infrastructure
<b>Goldfarb Seligman &amp; Co.</b>	Insurance
<b>Herzog</b>	Insurance
<b>Goldfarb Seligman &amp; Co.</b>	Telecoms
<b>Gornitzky</b>	Telecoms

2021: 11 moves to Tier 1. Most notable: Goldfarb (4), S Horowitz (2) and Herzog (2)

2020: 19 moves to Tier 1. Most notable: Fischer (4), Yigal Arnon (3), Erdinast Ben Nathan Toledano (2) and Shibolet (2).

# 10 Best Performing Law Firms - Overall



The background of the slide is a high-contrast image of space, showing a portion of the Earth's horizon in the upper left and lower right corners, with a bright, starry field in the center. 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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