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| GLOBAL LEGAL MARKETING

Chambers Global 2022

Israel Rankings Analysis

February 2022

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

2022

Executive Summary

- TMT:Tech has been removed, resulting in distribution of firms and individuals the M&A, Startups and Privacy and Data Protection tables. In conjunction, these practices saw the most changes - 32%.
- Expansion of the four new sub-tables, introduced in 2021, for individuals (individuals ranked were derived from main table): Banking: regulation, Employment: Employee & Trade and M&A: Fund formation. Addition of new Arbitration and Mediation sub-table).
- 18 law firms showed improvement (up or new entry) in the 2022 rankings, by practice (compared to 25 in 2021).
- 46 law firms showed improvement (up or new entry) in the 2022 individual rankings (compared to 29 in 2021).

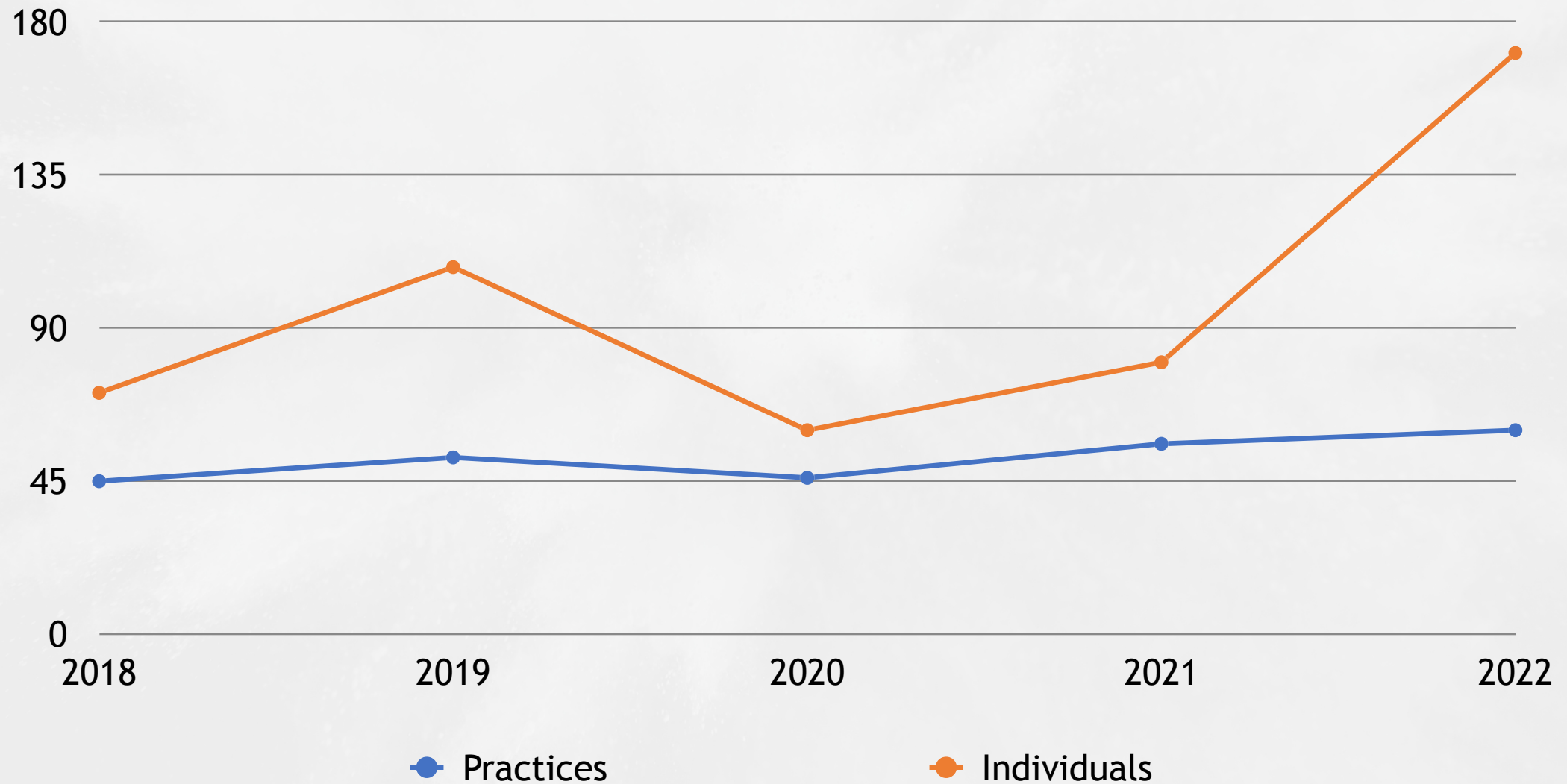
Executive Summary

- 171 changes in the individual rankings. More than 2021+2020 combined.
- 60 changes in the practice rankings. Slightly higher, but still consistent, with the previous years.
- In the 20 categories researched, 19 firms moved down (compared to 6 in 2021) and 46 lawyers moved down or out (compared to 24 in 2021).
- In 2022 we notice 12 movements up in the practice rankings - the lowest in past 4 years).
- 3 law firms managed to climb to Band 1 (each one twice!) and 11 individuals succeeded to climb to Band 1 (compared to 3 in 2021).

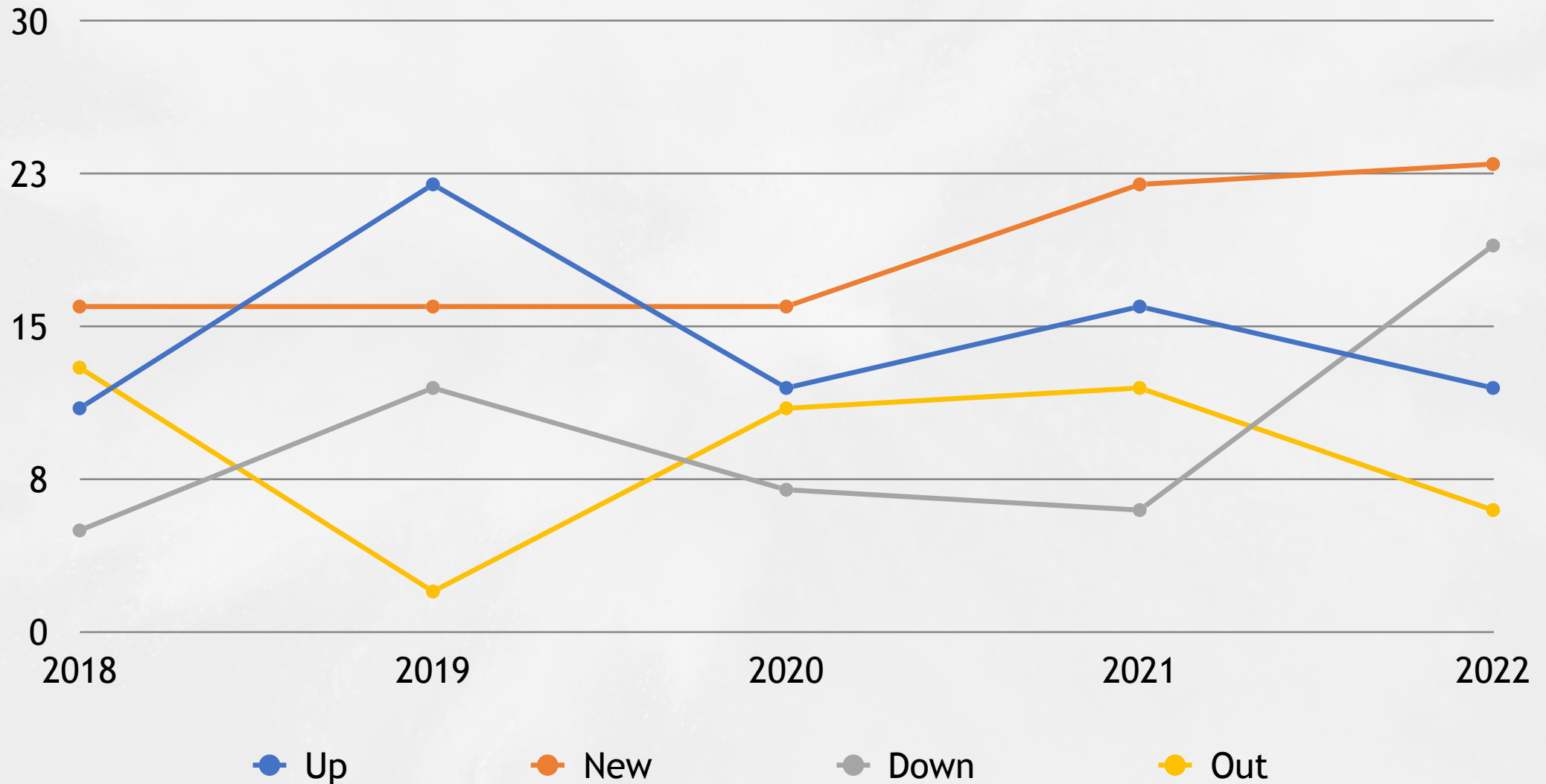
Executive Summary

- Only 18 Israeli law firms improved their rankings in 2022 (up or new) and 19 law firms in total went down or out of the rankings.
- Among the top-20 law firms (by size), only 60% improved their rankings, 30% moved down/out and 25% saw no change at all.
- Six boutique/niche law firms improved their rankings and nine went down or out of the rankings.

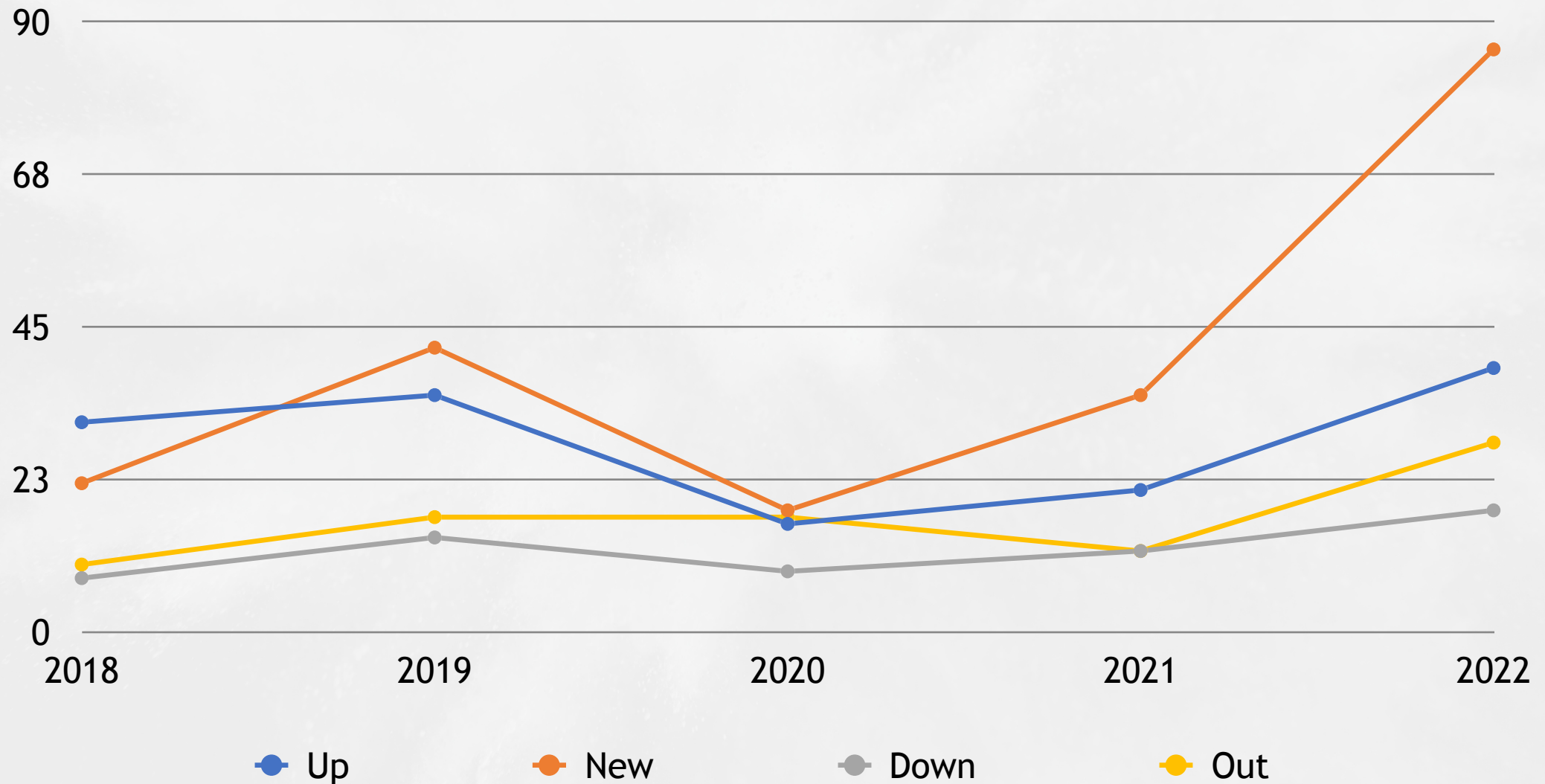
Total number of changes - overall



Total number of changes - practices



Total number of changes - individuals

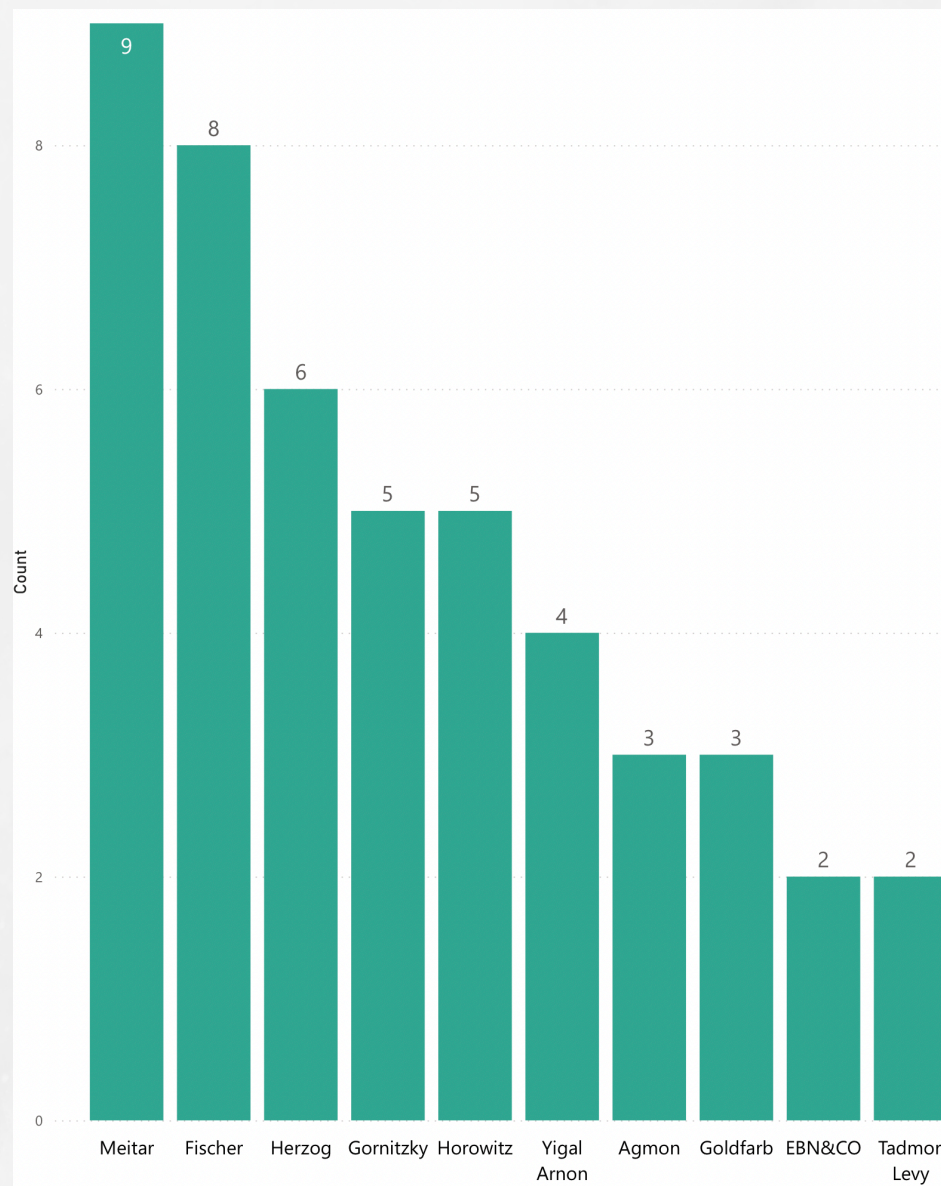


Total number of mentions compared to 2021

Seed 2022	Law Firm name	Mentions 2022	Mentions 2021	Mentions plus/minus	Seed 2021	Seed up/down
1	Herzog	15	14	↑ 1	1	↔ 0
1	Meitar	15	14	↑ 1	1	↔ 0
2	Fischer	14	14	↔ 0	1	↓ -1
3	Goldfarb	13	13	↔ 0	2	↓ -1
4	EBN&CO	12	11	↑ 1	4	↔ 0
4	Horowitz	12	12	↔ 0	3	↓ -1
5	Gornitzky	11	11	↔ 0	4	↓ -1
5	Yigal Arnon	11	12	↓ -1	3	↓ -2
6	Shibolet	10	11	↓ -1	4	↓ -2
7	Gross	8	7	↑ 1	7	↔ 0
7	Naschitz	8	9	↓ -1	5	↓ -2
8	Agmon	7	7	↔ 0	7	↓ -1
8	Amit Pollak...	7	8	↓ -1	6	↓ -2
8	Tadmor Levy	7	6	↑ 1	8	↔ 0
9	Barnea	6	4	↑ 2	10	↑ 1
9	Firon	6	7	↓ -1	7	↓ -2
9	Pearl Cohen	6	3	↑ 3	11	↑ 2
10	AYR	5	4	↑ 1	10	↔ 0
10	ERM	5	5	↔ 0	9	↓ -1

Data provided by
Legal-BI

Most Band-1 Mentions 2022



Data provided by
Legal-BI



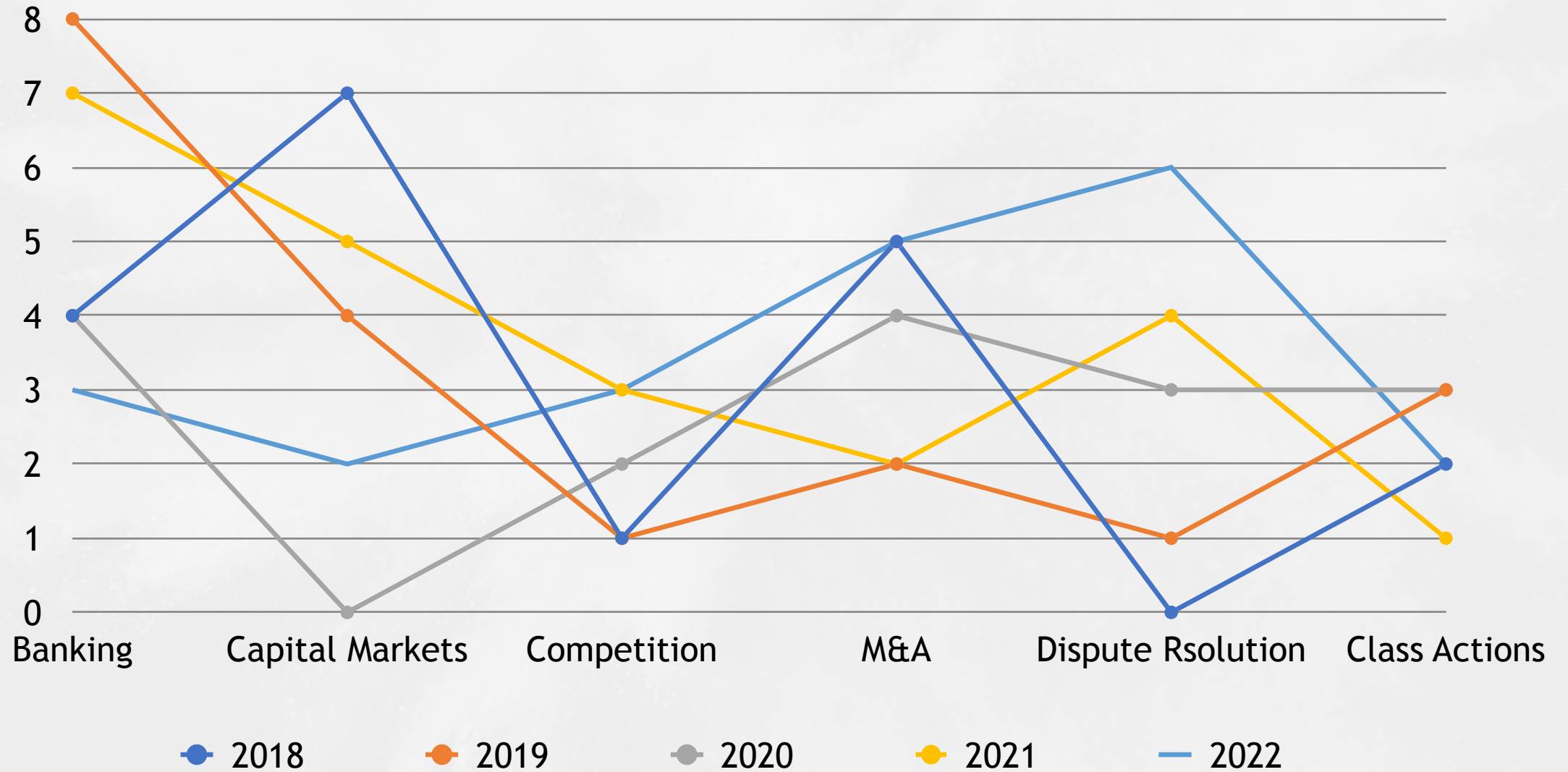
Practice Overview

2022 and comparison to previous years

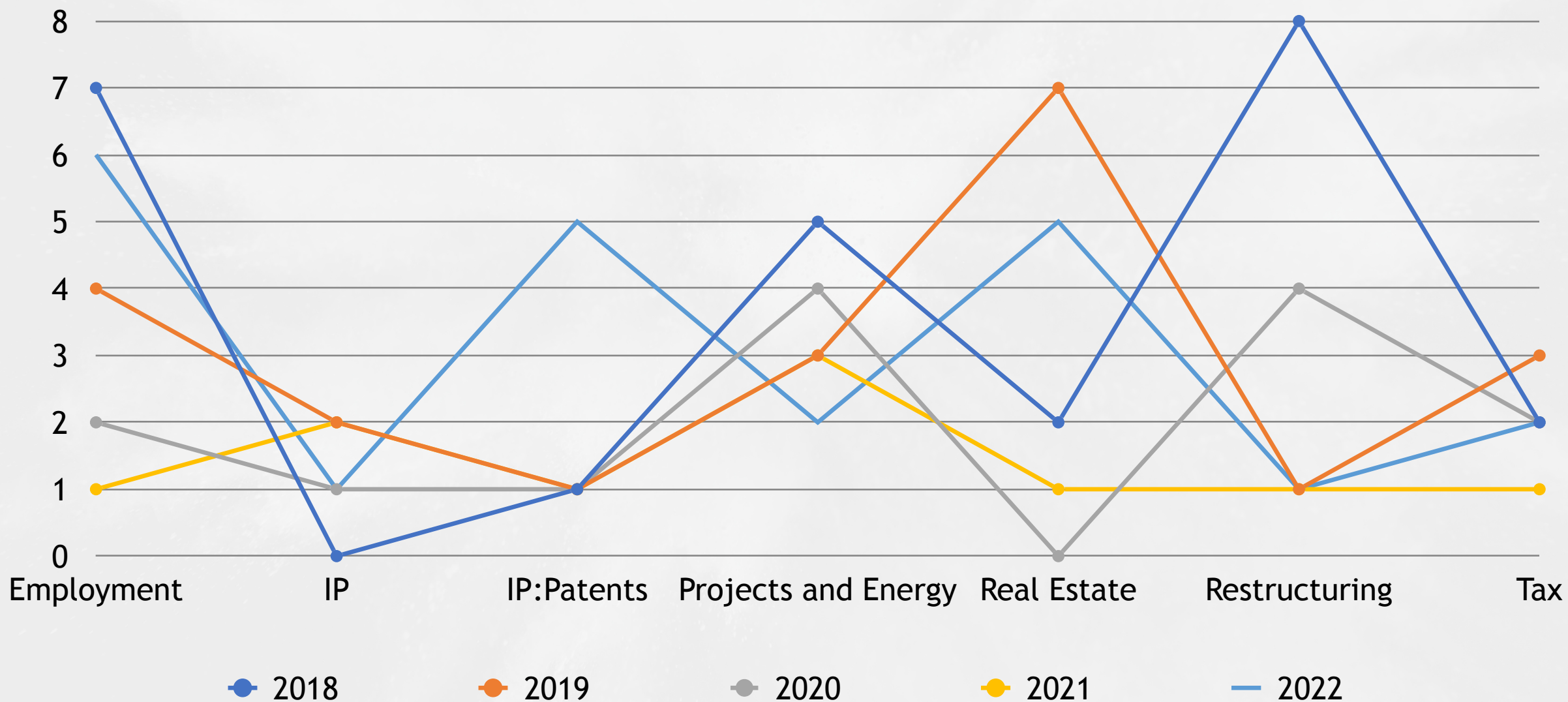
2022

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

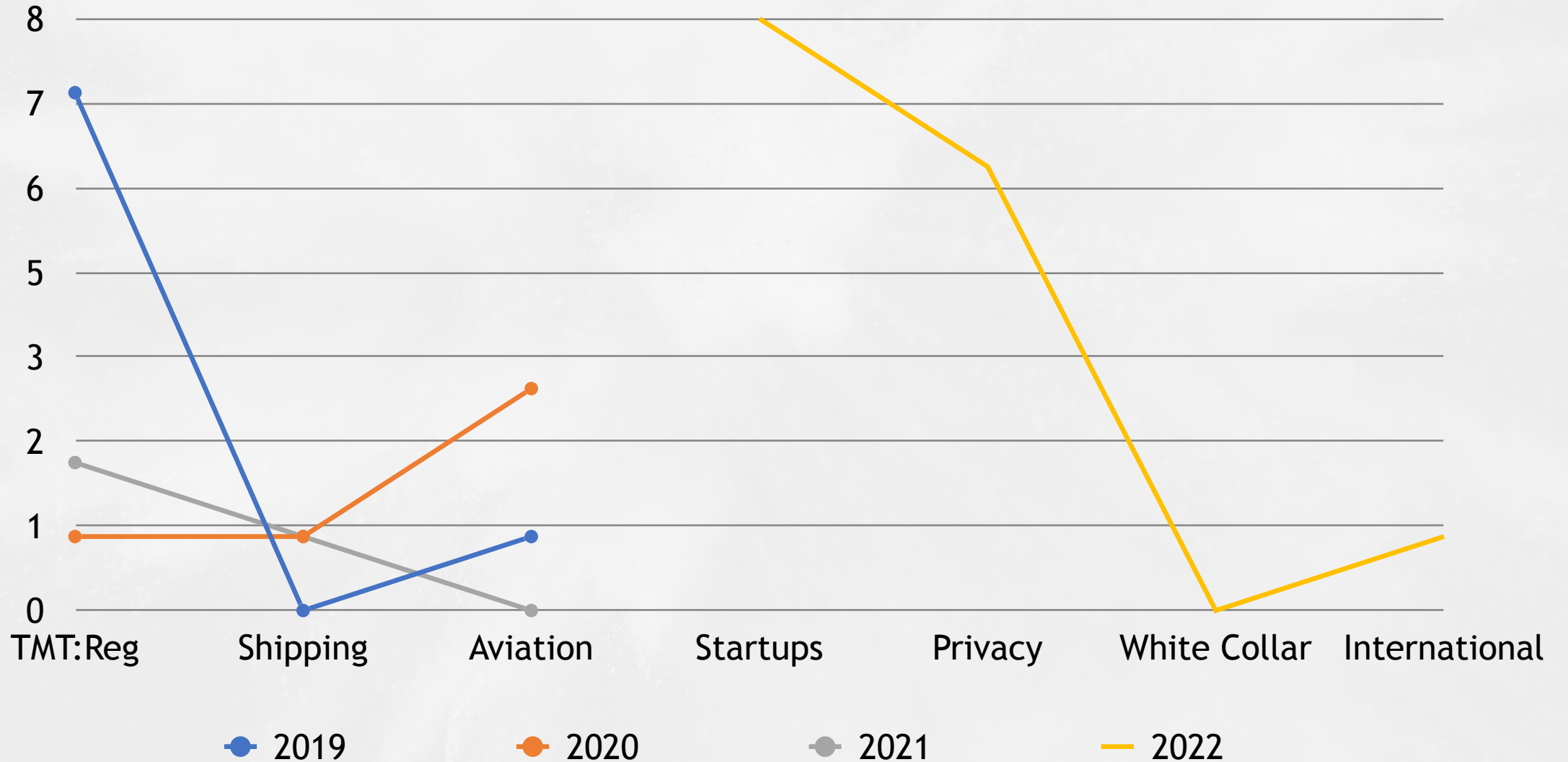
Total number of changes per practice



Total number of changes per practice



Total number of changes per practice





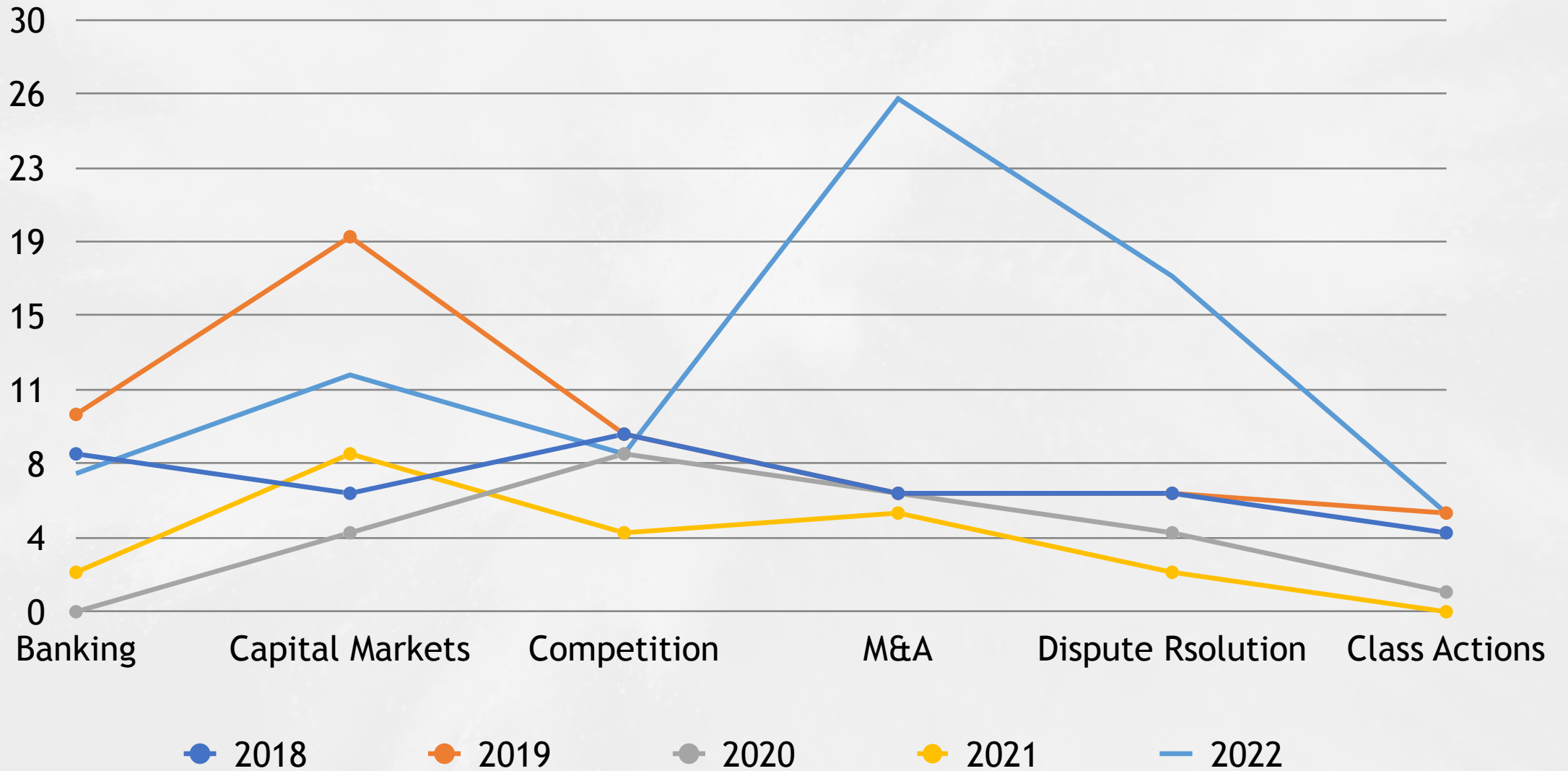
Individual Overview

2022 and comparison to previous years

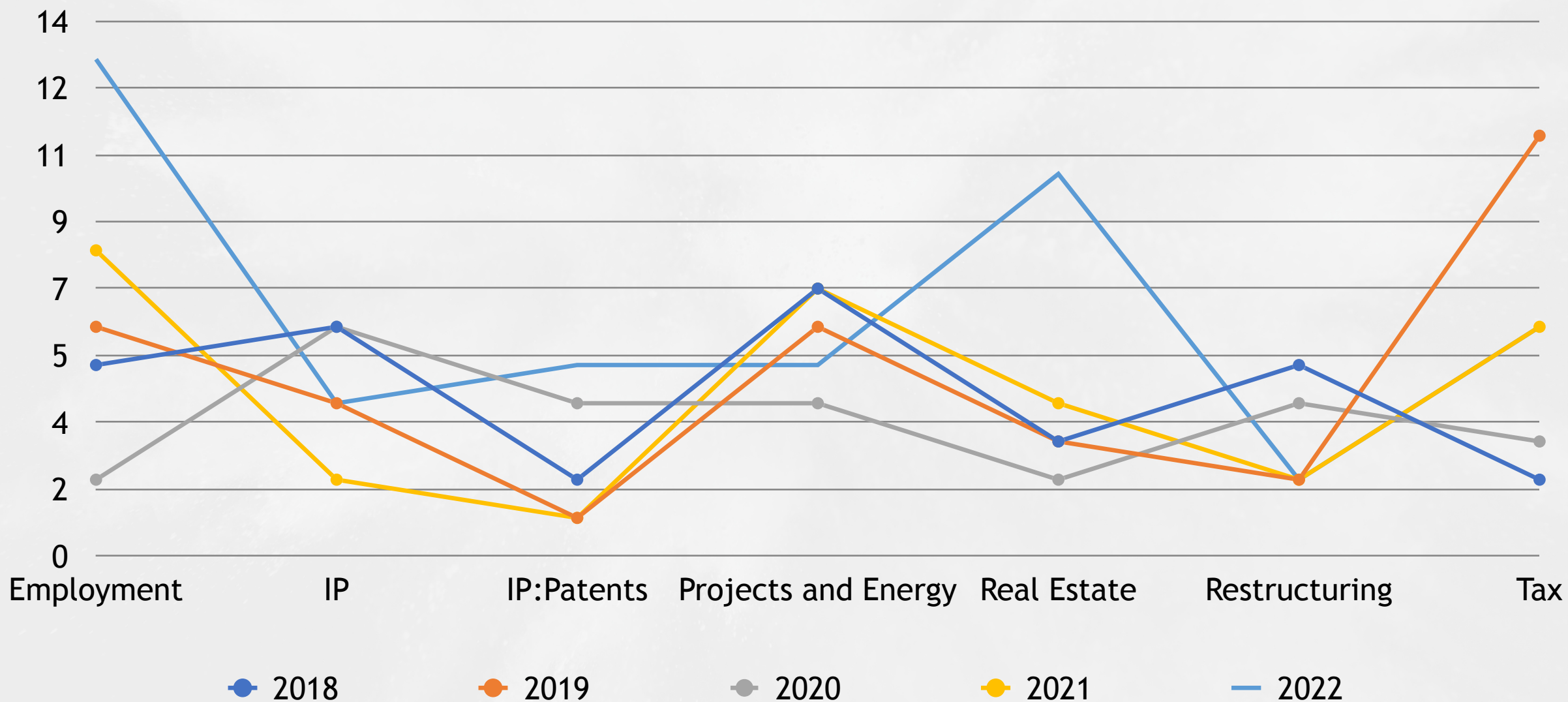
2022

	up	new	down	out
Banking	1	3	1	2
Capital Markets	3	2	4	3
Competition	4	1	2	1
M&A	15	7		4
Dispute Resolution	2	8	1	6
Class Actions	3		2	
Employment	2	8	2	1
IP	1	3		
IP: Patents	1	3		1
Projects and Energy	1	2	1	1
Oil and Gas	1		2	
Real Estate	2	2	3	3
Zoning and planning				
Restructuring		2		
Shipping		1		
Tax	1	1		4
TMT	2	3		1
Aviation		1		
Startups		14		1
Privacy		15		
White Collar		10		

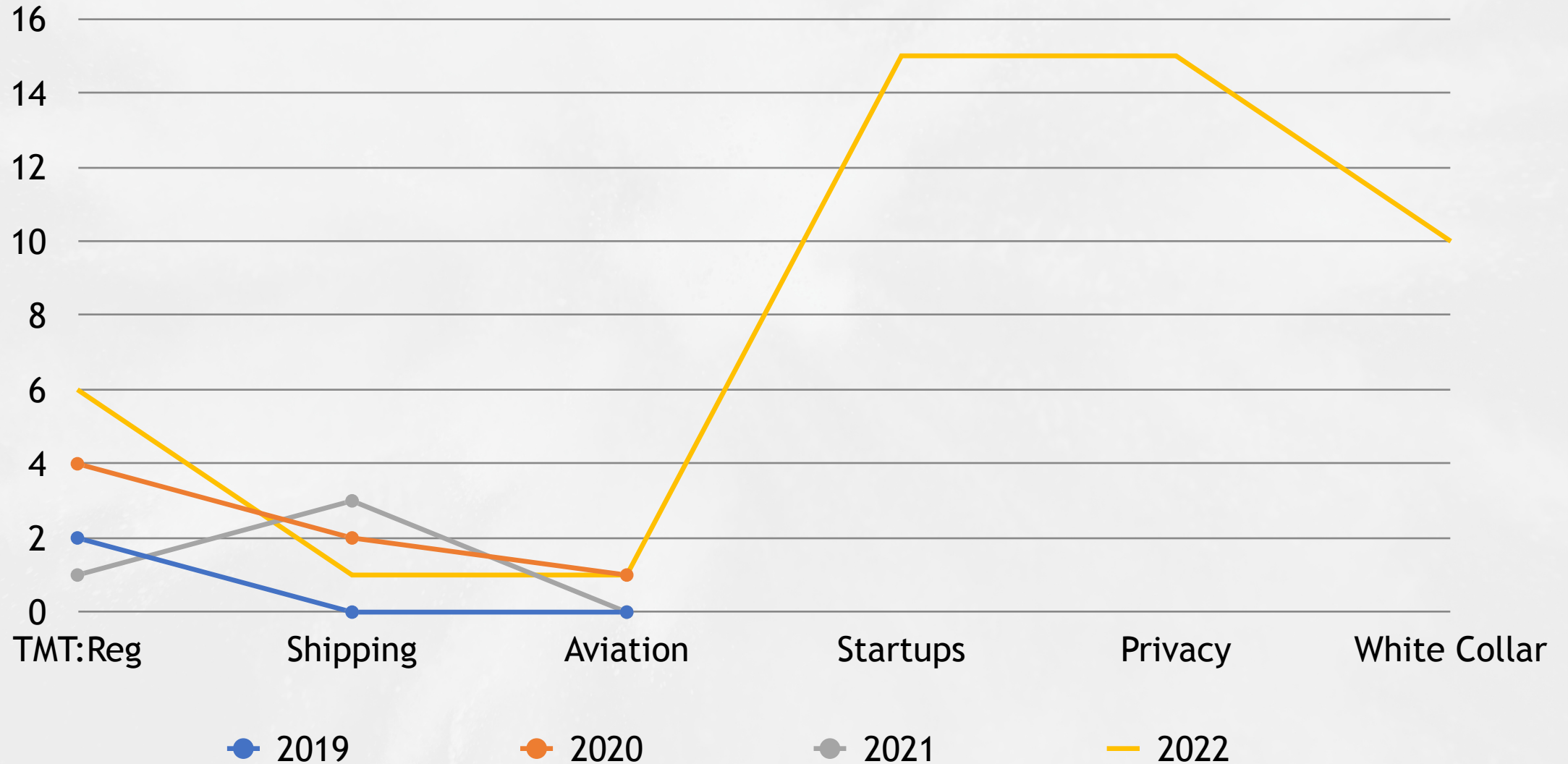
Total number of changes - individuals



Total number of changes - individuals



Total number of changes - individuals

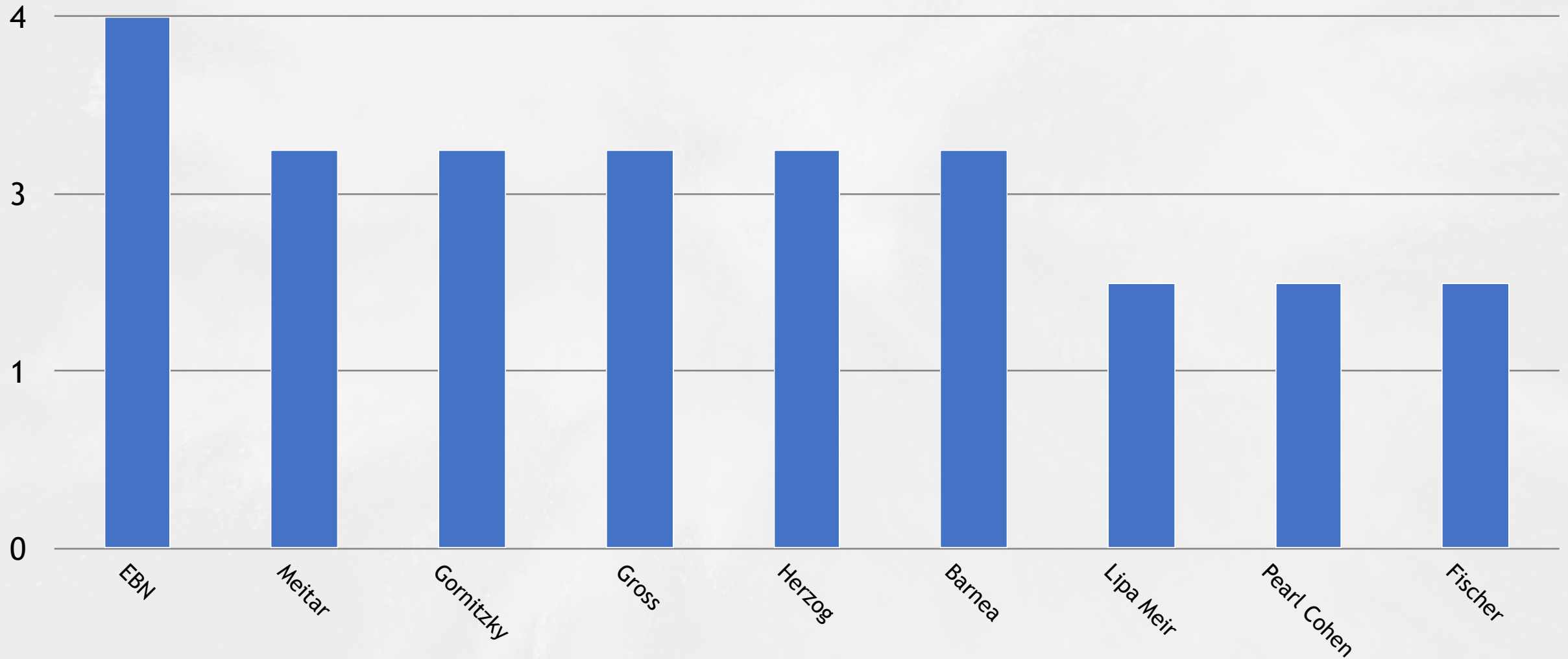




Firms Overview

2022

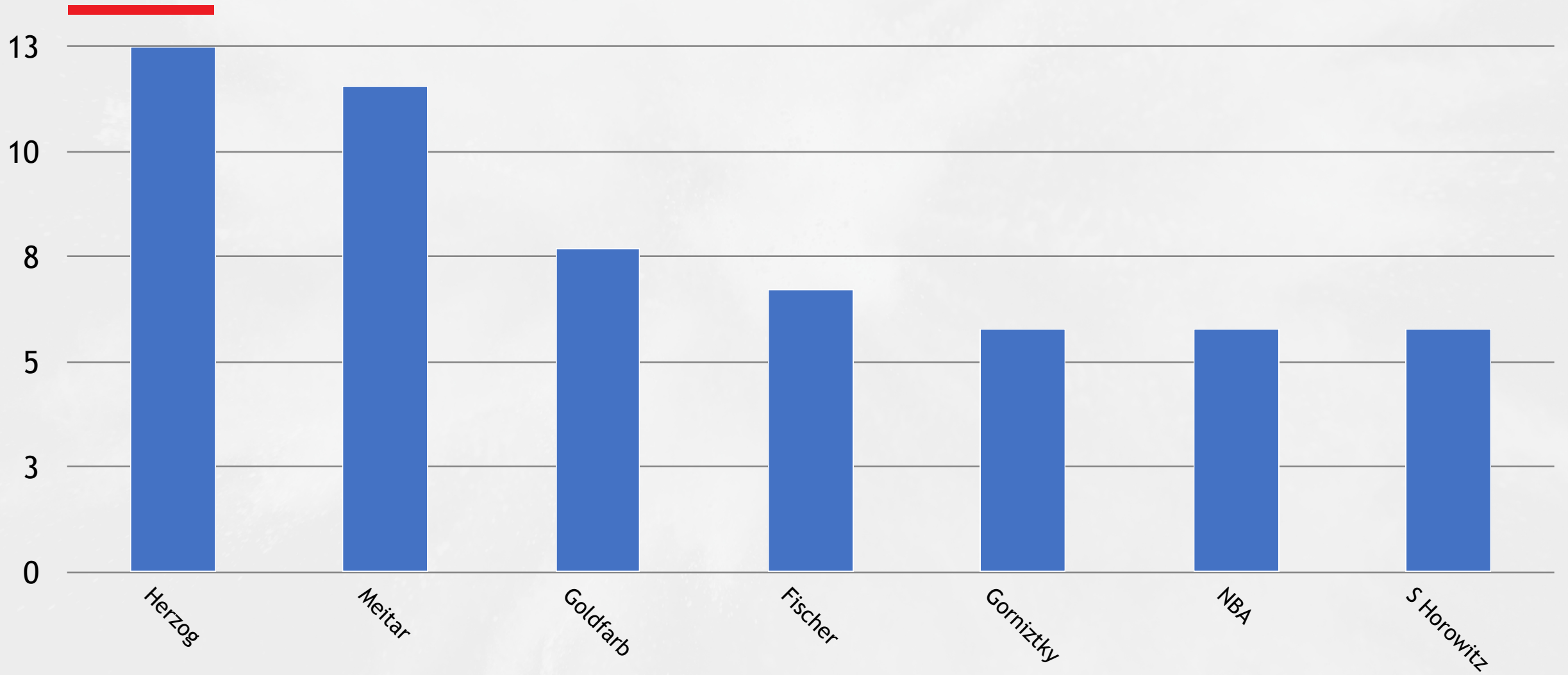
Best Performing by Practices



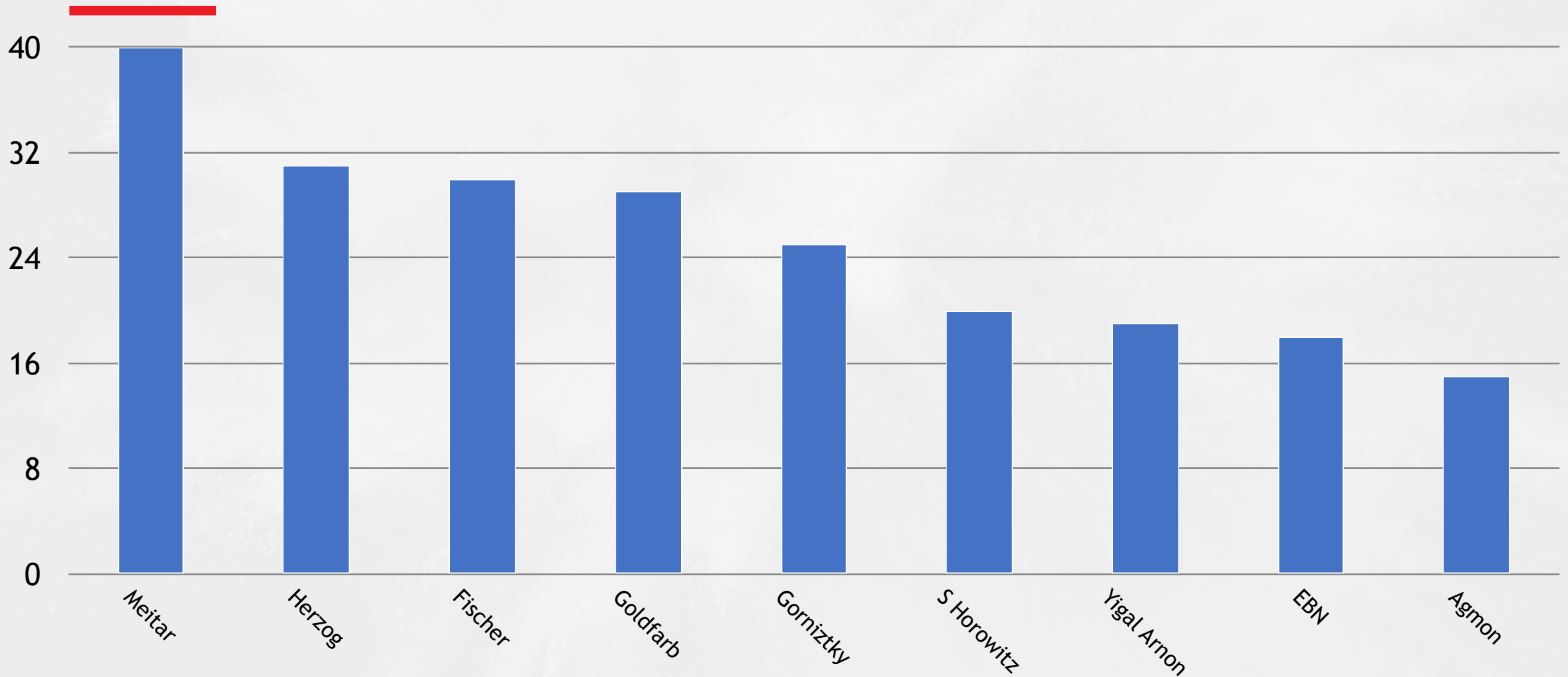
Graph Explained

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

Best Performing by Individuals



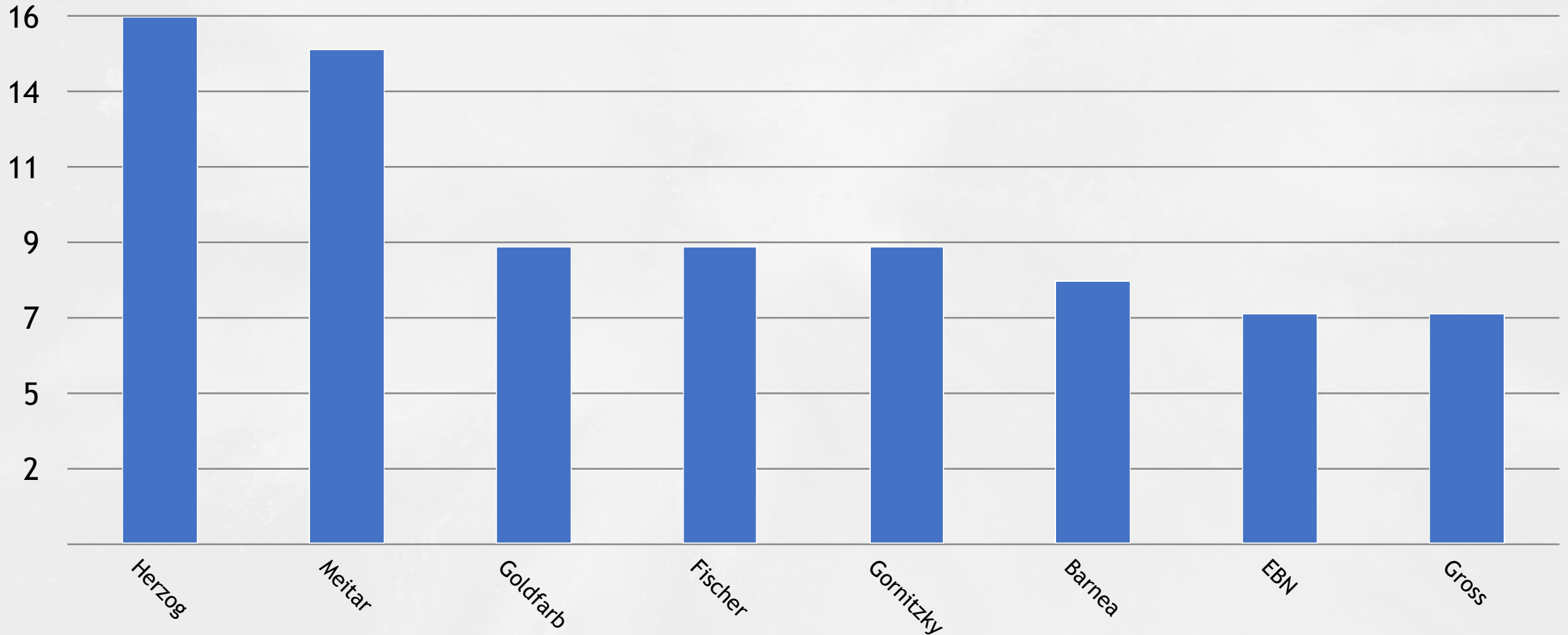
Most ranked Individuals



Graph Explained

- Graph shows total number of improvements (Up+New)
- 7 additional law firms had more than three movements up or entered the individual rankings
- New Individual rankings (new entries): Startups -14 firms, Privacy - 15 firms.
- 15 moves up in M&A (due to band 4 being deleted)
- 10 additional law firms entered the individual white collar table
- Largest change in individual rankings: M&A (26 compared to 5 in 2021, due to addition of lawyers from past TMT:Tech table), Dispute Resolution (17 compared to 2 in 2021, due to addition of new sub-table) and Employment (13 compared to 8 in 2021).

Best Performing Overall



Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined
- 2 additional law firms had six total improvements

Law firms that climbed to Band 1

EBN (Dispute Resolution and Class Actions)
Gornitzky (TMT:Regulation and Capital Markets)
Meitar (Startups and Privacy and Data Protection)

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)

2022 three firms climbed to Band 1: Gornitzky (M&A), Yigal Arnon (M&A) and Ehrlich Fenster (IP: Patents)

Lawyers that climbed to Band 1

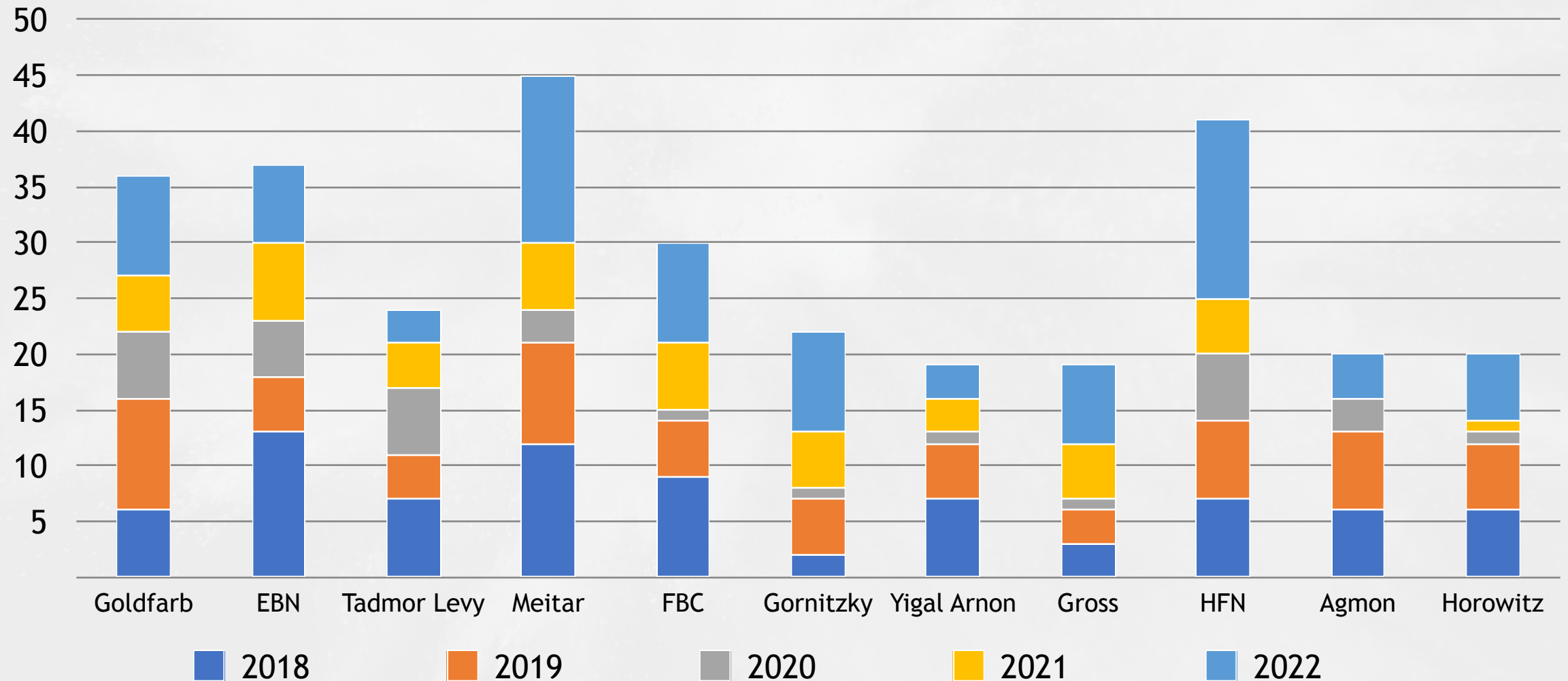
Yehoshua Horesh (S Horowitz) - Dispute Resolution
Dafna Shmuelevich (Dafna Shmuelevich) - Employment
Maier Fenster (Ehrlich Fenster) - IP:Patents
Guy Katz (Herzog) - Tax
Amir Raz (Gross) - Startups
Roy Caner (EBN) - Startups
Yair Geva (Herzog) - Startups
Dan Or Hof (Or Hof) - Privacy
Eyal Roy Sage (AYR) - Privacy
Haim Ravia (Pearl Cohen) - Privacy
Lior Porat (Gornitzky) - TMT:Regulation

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.)

2021: three individuals climbed to Band 1: Giora Erdinast - Dispute Resolution (EBN), Boaz Golan - Competition (Goldfarb) and Daniel Paserman - Tax (Gornitzky)

10 Best Performing Law Firms - Overall



The background is a grayscale image of a planet's surface, possibly Mars, with a prominent red diagonal line running from the top-left to the bottom-right. The text is centered in the white space.

Thanks

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