

# **Legal 500 Global 2022**

## **Israel Rankings Analysis**

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**April 2022**

# 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.





# Key Findings

2022

# Executive Summary

- Two main trends - expansion of ranked individuals, specifically “next generation” which consists of 45 percent of the new entries in the individual rankings. For the second straight year, more movement down than up.
- In 2022 there are less changes in the practice areas (73 moves) in comparison to 2021(105 moves), 2019 (175) and 2020 (134). First time in recent history where we count more movements down than up (23 to 17). In numbers, a total of 38 moves up and new entries, as opposed to 35 moves down out of the practice rankings.
- 96 lawyers entered the individual rankings (leading/next generation/rising stars) and only seven have been pushed out. This continues the trend of adding individual depth to the rankings (75 in 2021 and 94 in 2020, as opposed to 17 in 2019 and 14 in 2018) .

# Executive Summary

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- Only three law firms moved up to Tier-1.
- 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, for the second straight year (2 moves up and 5 new entries).
- Practices with the most new lawyers to enter the rankings: M&A (19), Employment (10), Infrastructure (10) and Real Estate (10).

# Executive Summary

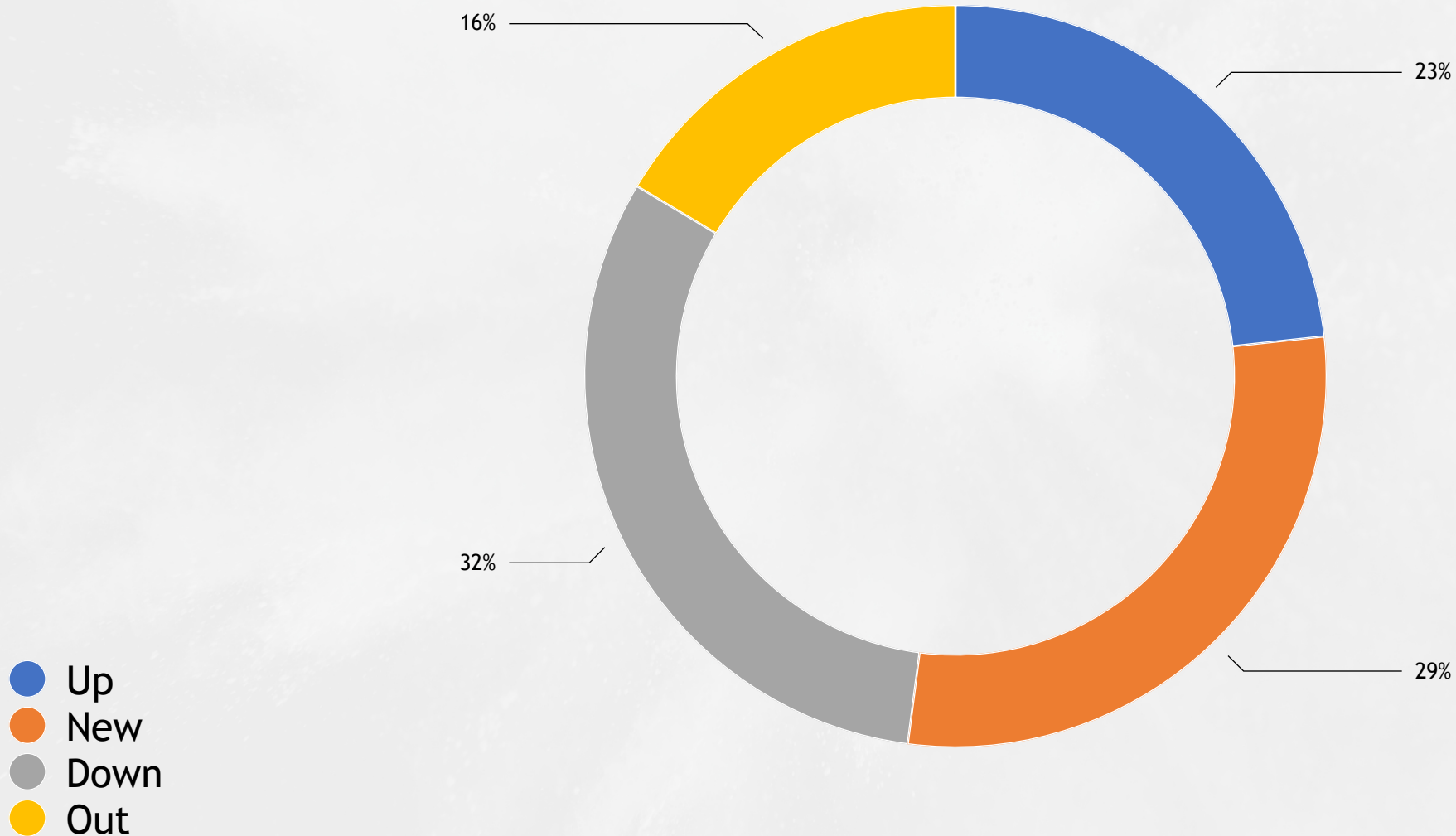
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Additional Stats (Among Israel's top-25 law firms):

- average number of moves up in the rankings, per firm - 0.6 (as opposed to 1.5 in 2021) and average of going down - 0.4.
- average of new individuals in the rankings, per firm, is 2.2.
- only 10 law firms have climbed the rankings with 1 move or more (up and new).
- only 8 law firms have more than 5 new individuals in the rankings.

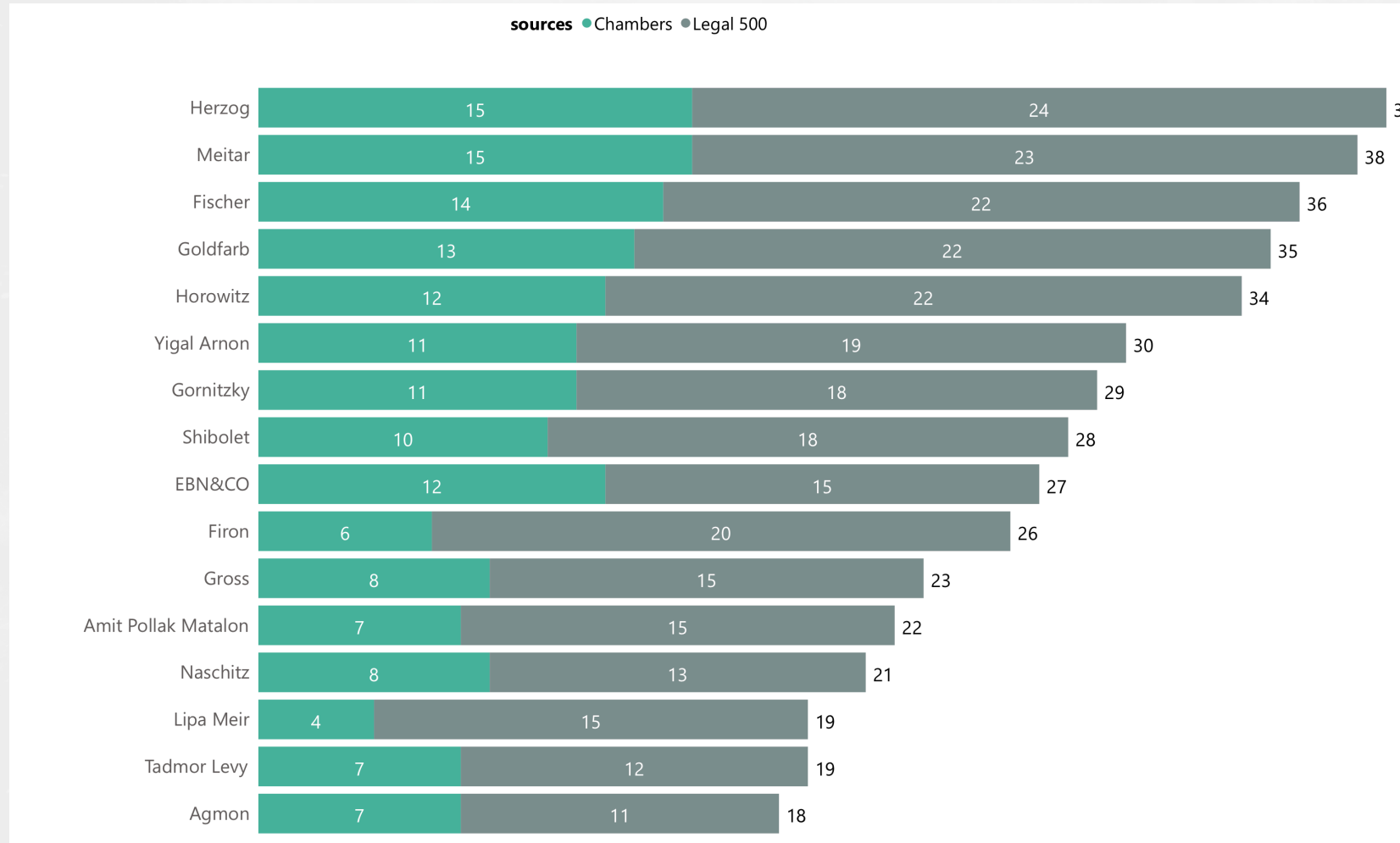


# Improvements in 2022 (ranked practices)



# Chambers and Legal 500 2022

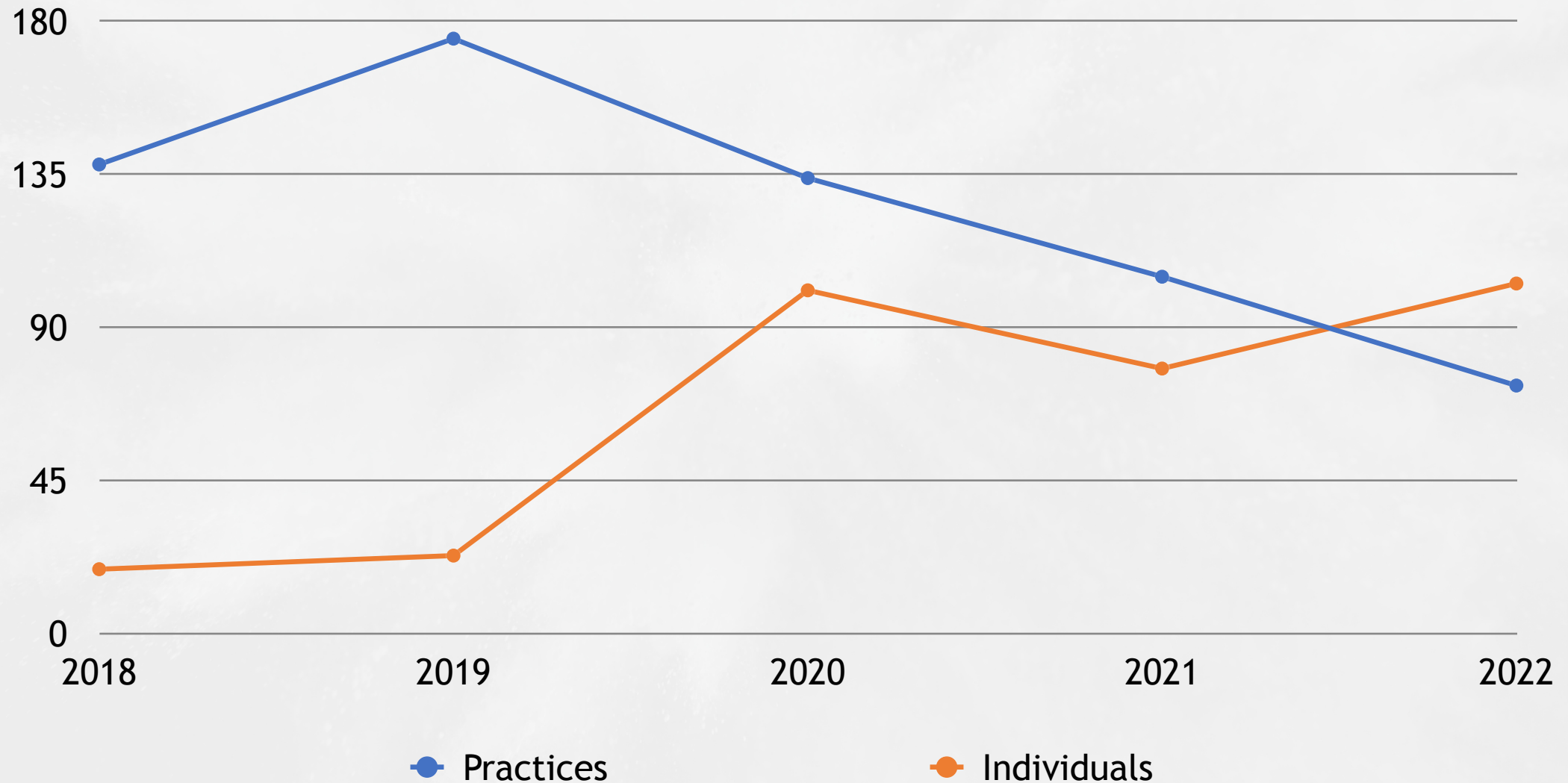
Number of times a law firms is mentioned (by directory). Data: Legal BI



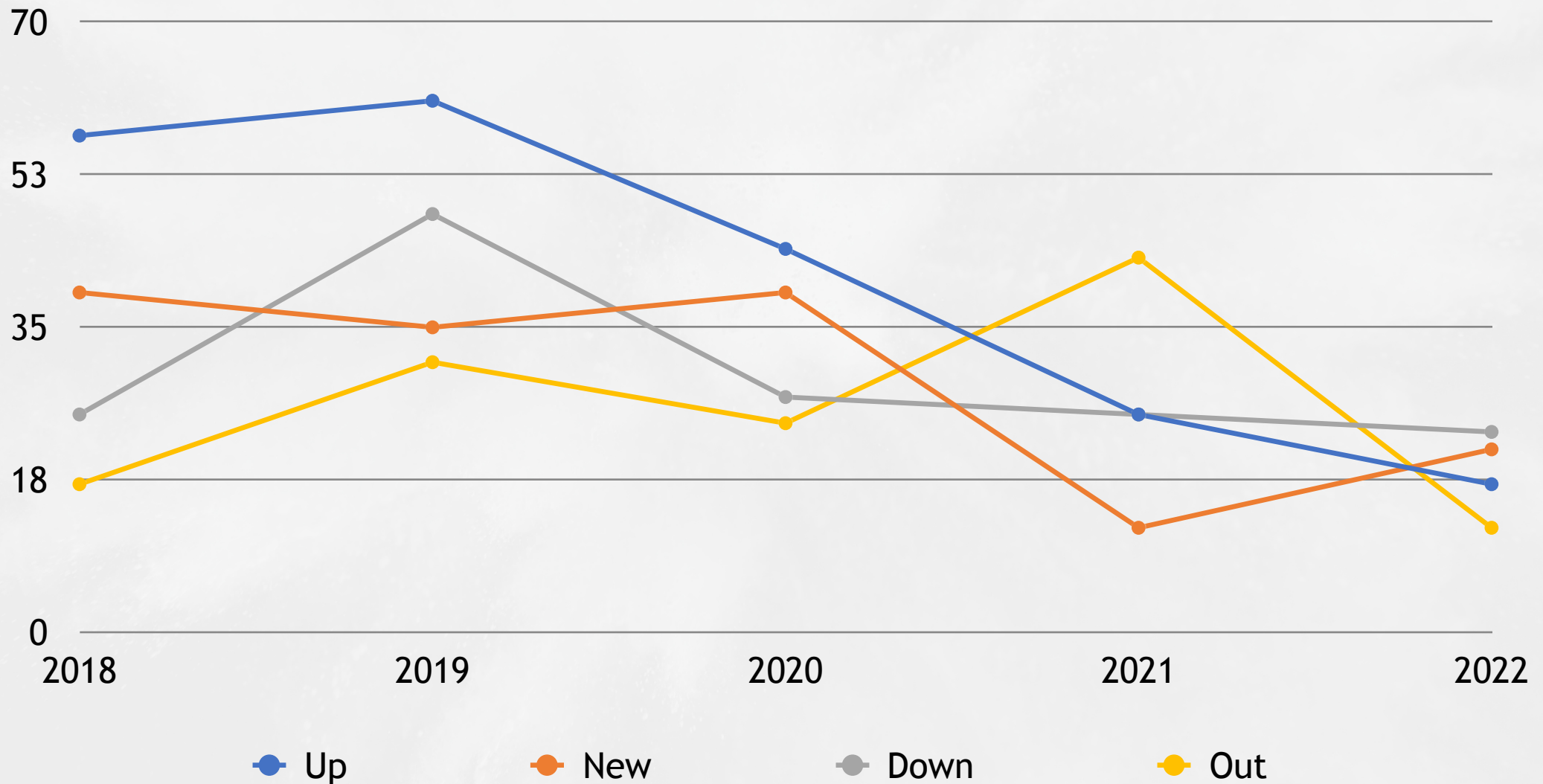
note: spotlight tables and sub tables from Chambers are not included.



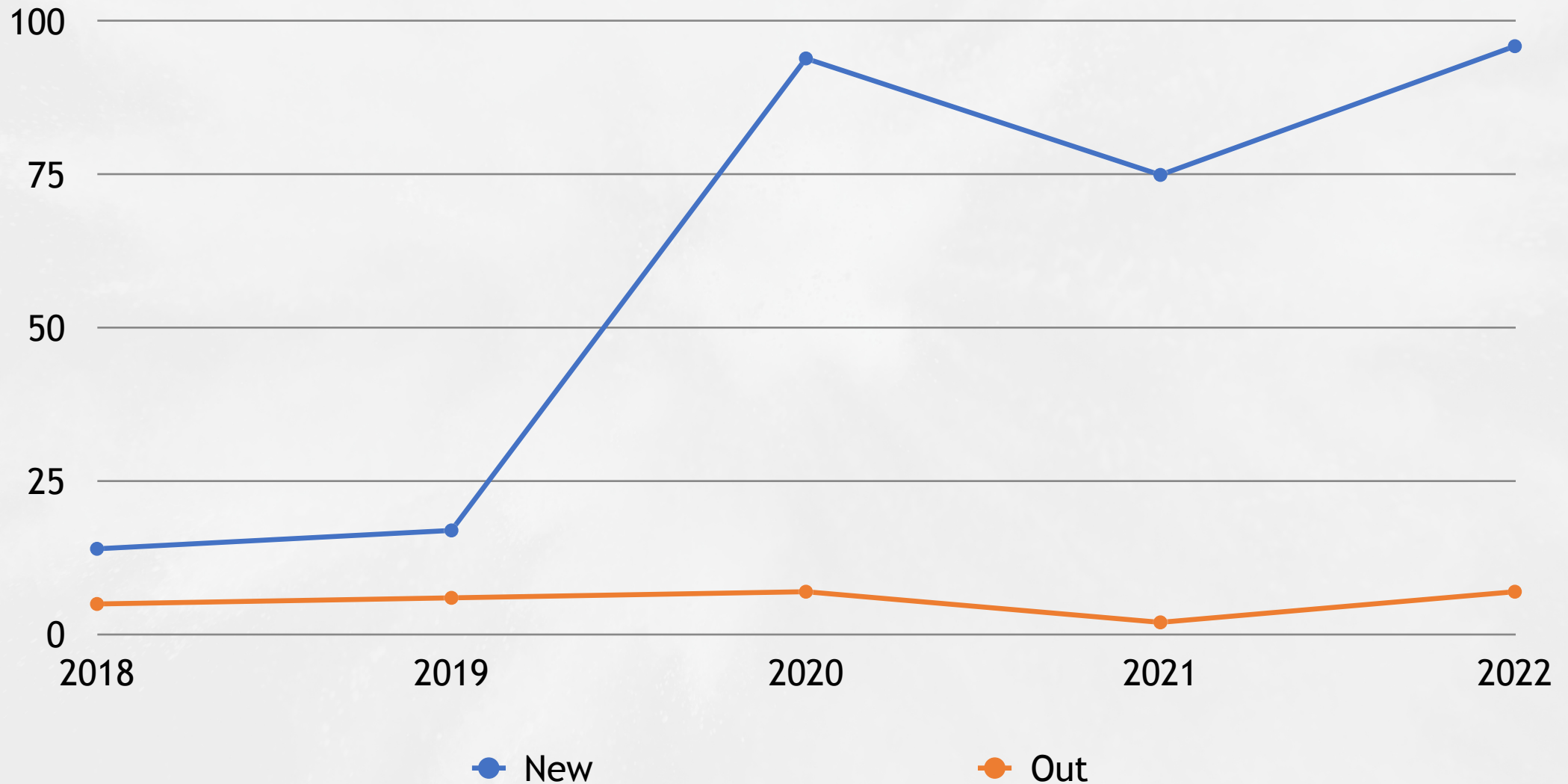
# Total number of changes - overall



# Total number of changes - practices



# Total number of changes - individuals







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# Practice Overview

2022 and comparison to previous years

2022

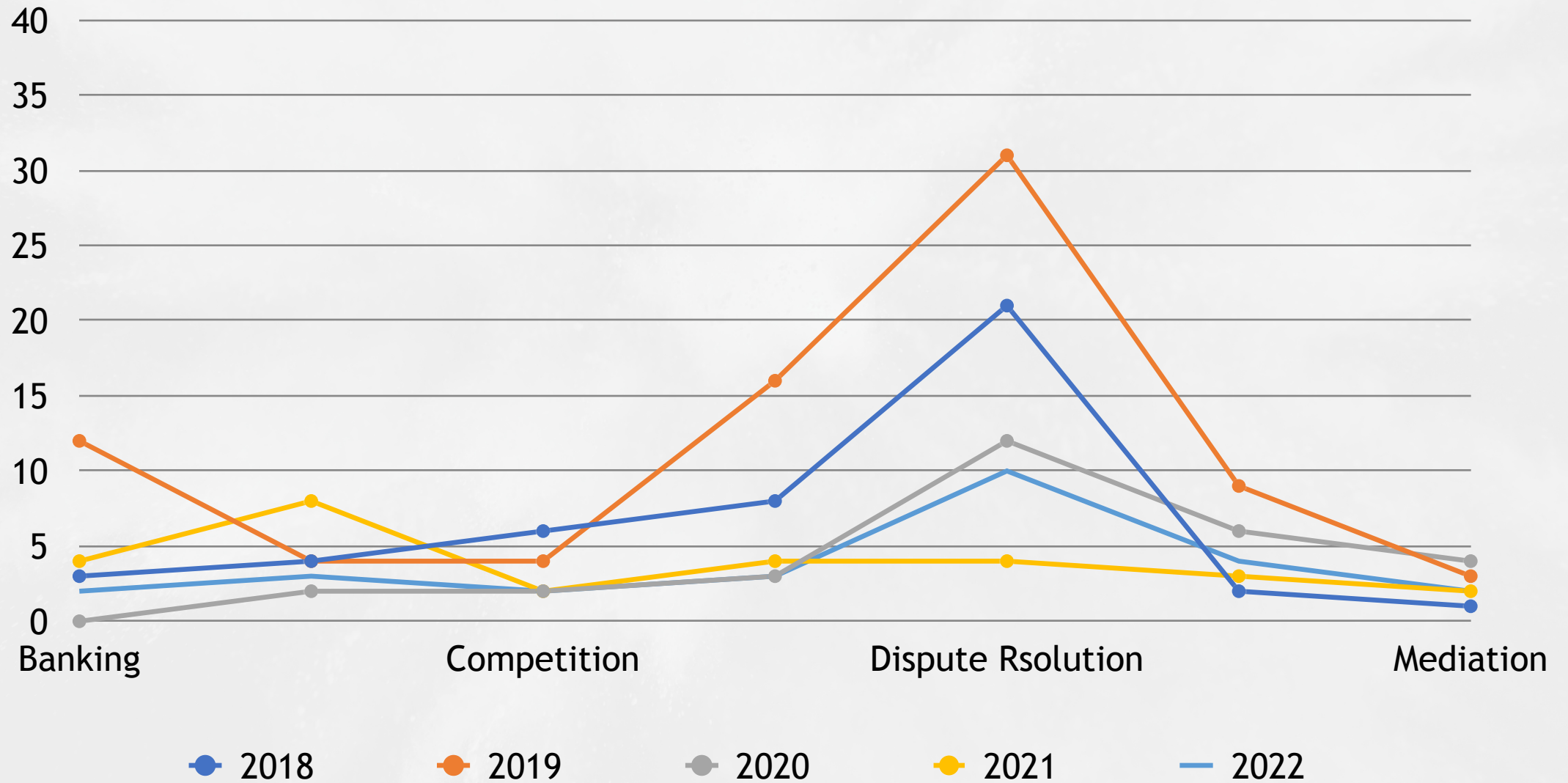
	up	new	down	out
Banking	1		1	
Capital Markets	2	1		
Competition	1		1	
M&A		1	1	1
Dispute Resolution	2	3	2	3
Class Actions	1		3	1
White Collar	1		1	
Mediation		1	1	
Employment	1		1	
Energy		2		
Infrastructure				
Healthcare				
Hi-Tech	1		1	2
Insurance				

2022

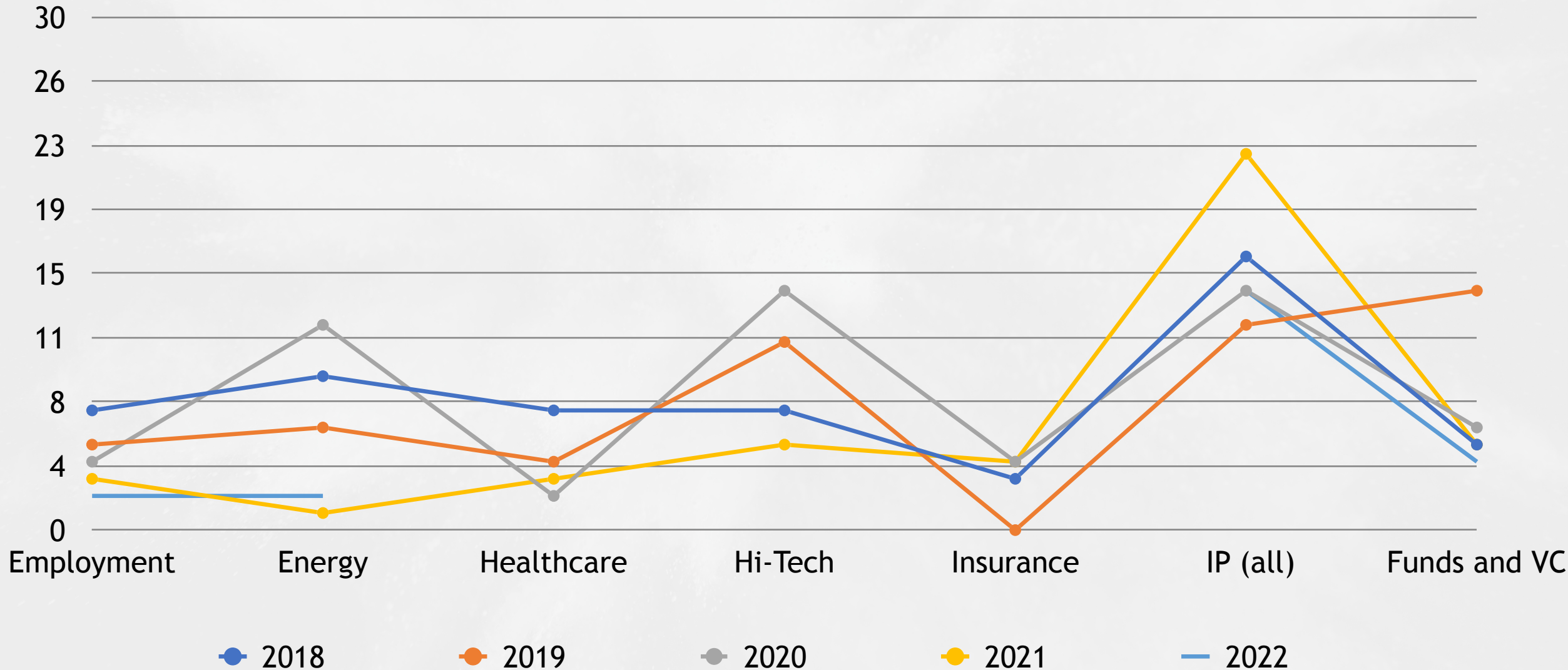
	up	new	down	out
IP:Transactions	2	1	1	
IP:Disputes		2	2	
IP:Filings/ Prosecution:Patents	2	1		1
IP:Filings/ Prosecution:Trademarks			1	1
Investment Funds	2	1	2	
Planning and Zoning			1	
Real Estate		2	1	
Restructuring				
Tax		2	2	
Telecoms		2	1	2
Transport	1	2		1



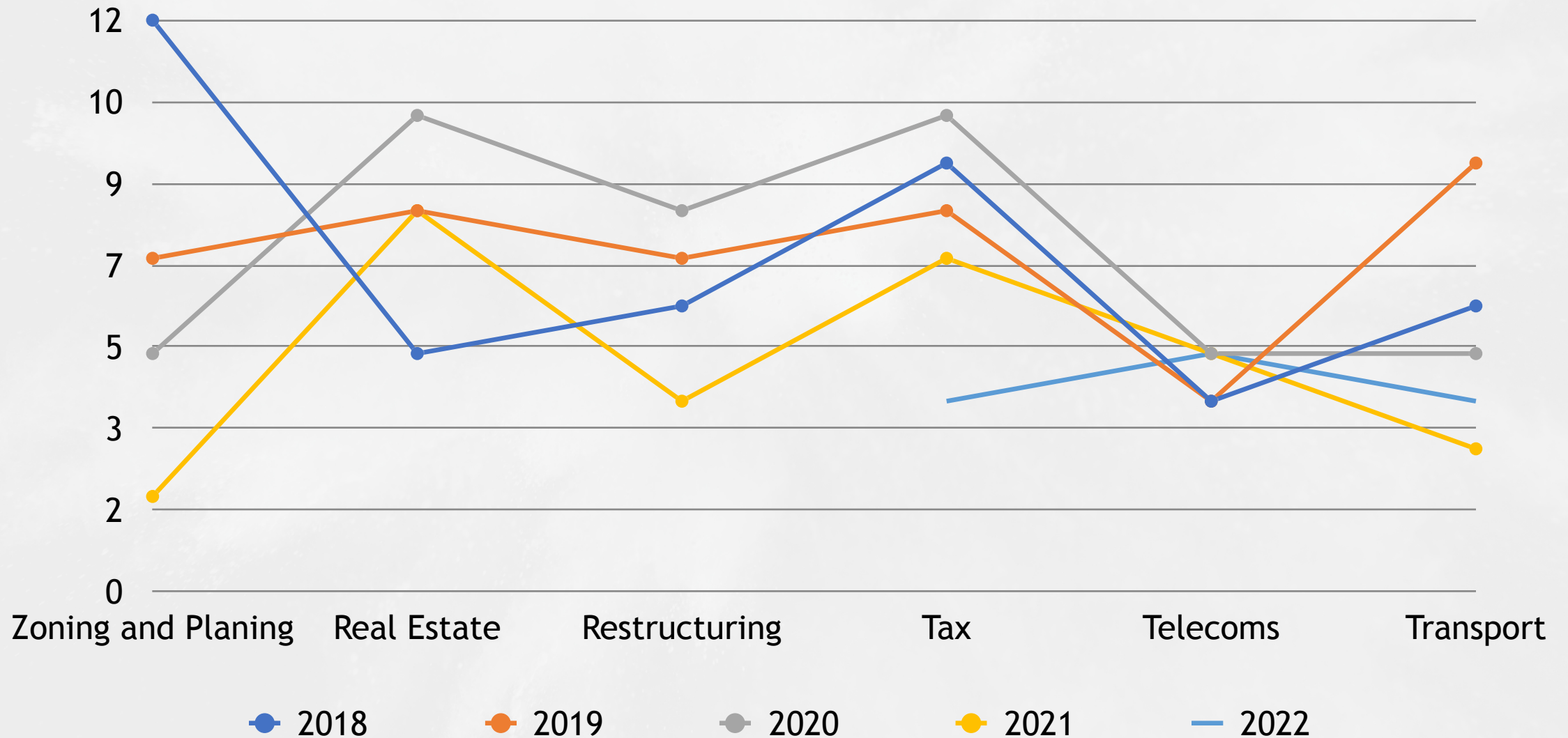
# Total number of changes per practice



# Total number of changes per practice



# Total number of changes per practice



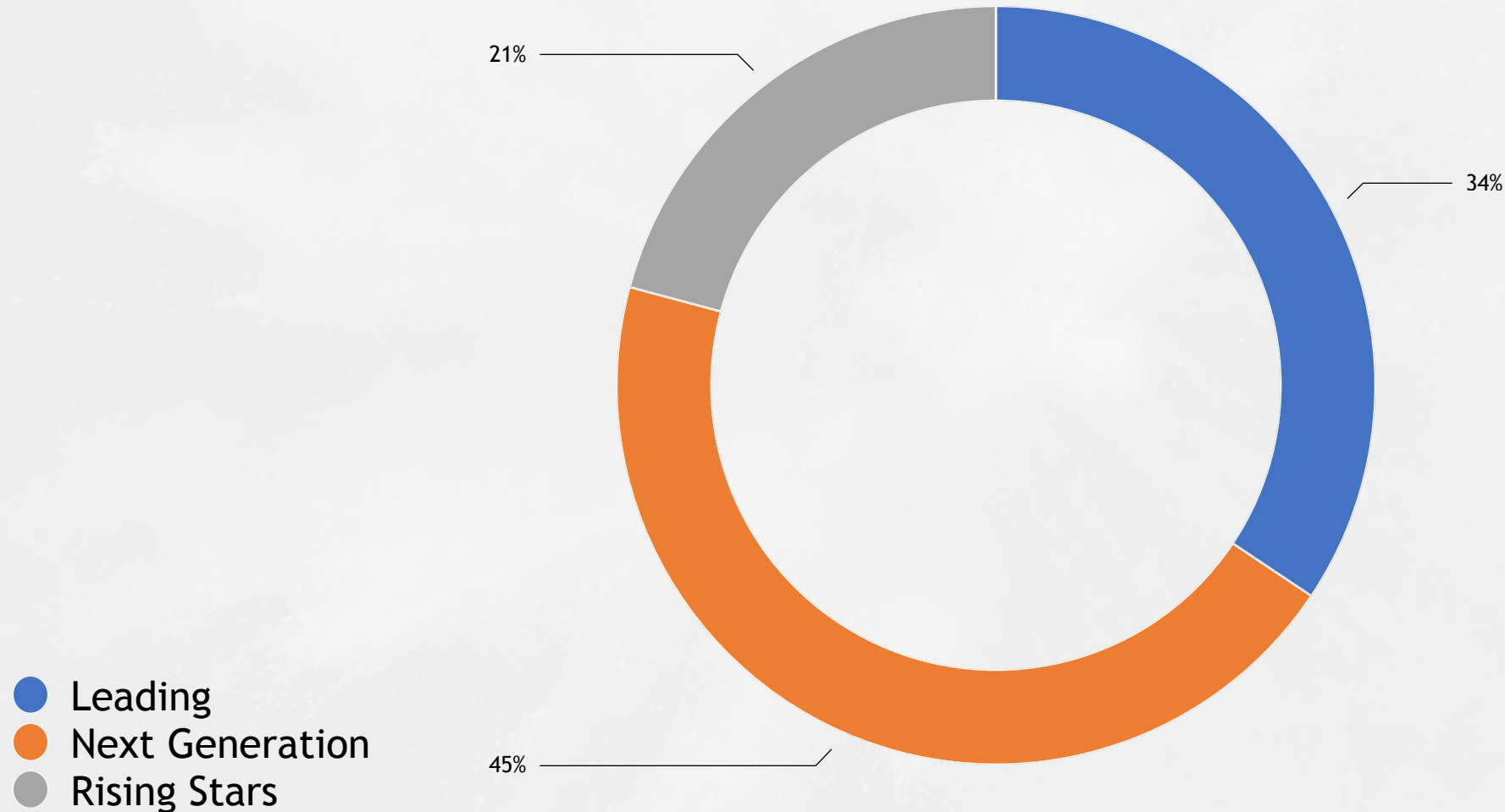




# Individual Overview

2022 and comparison to previous years

# Individual Rankings 2022 - New Entries



# Disclaimer

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



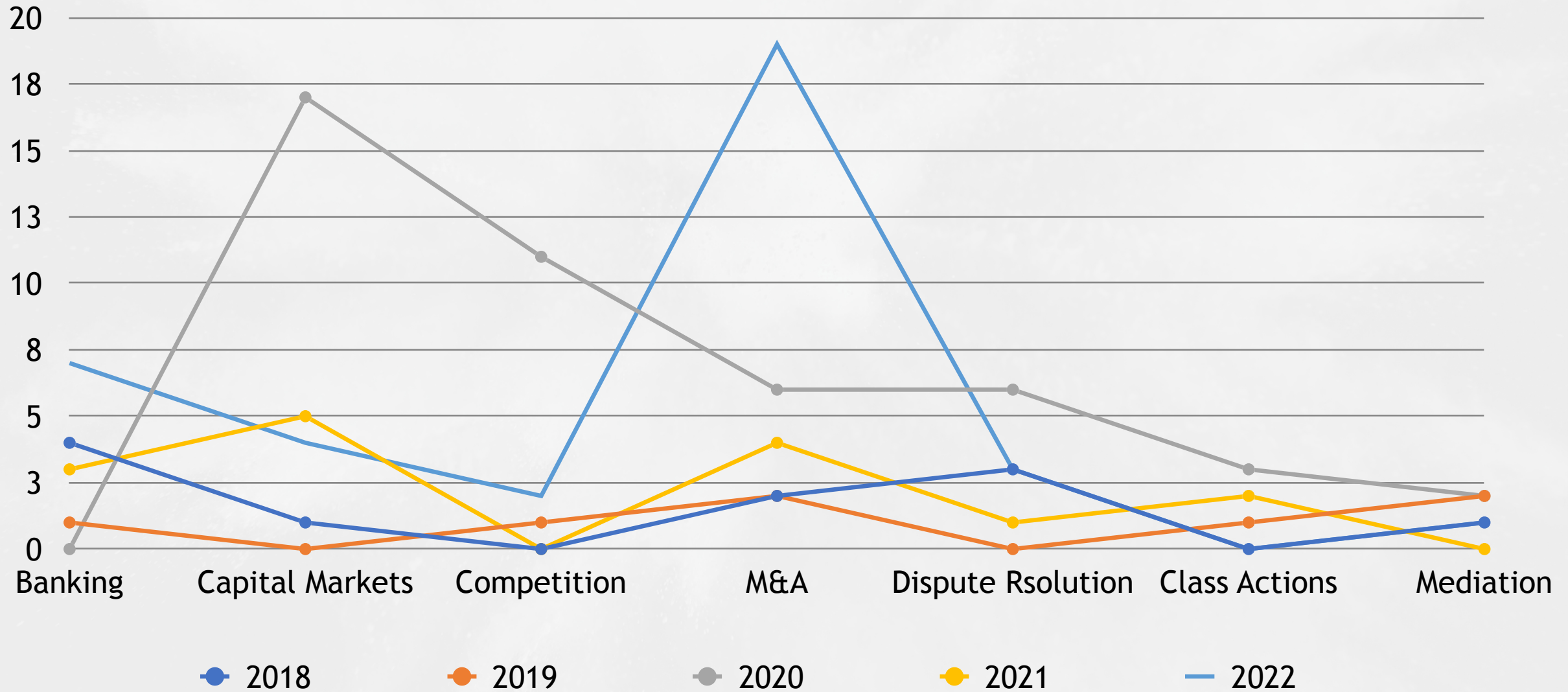
2022

	up	new	down	out
Banking		7		
Capital Markets		2		2
Competition		1		1
M&A		19		
Dispute Resolution		2		1
Class Actions				
White Collar		1		
Mediation				
Employment		10		
Energy		3		1
Infrastructure		10		
Healthcare		3		
Hi-Tech		3		
Insurance		2		

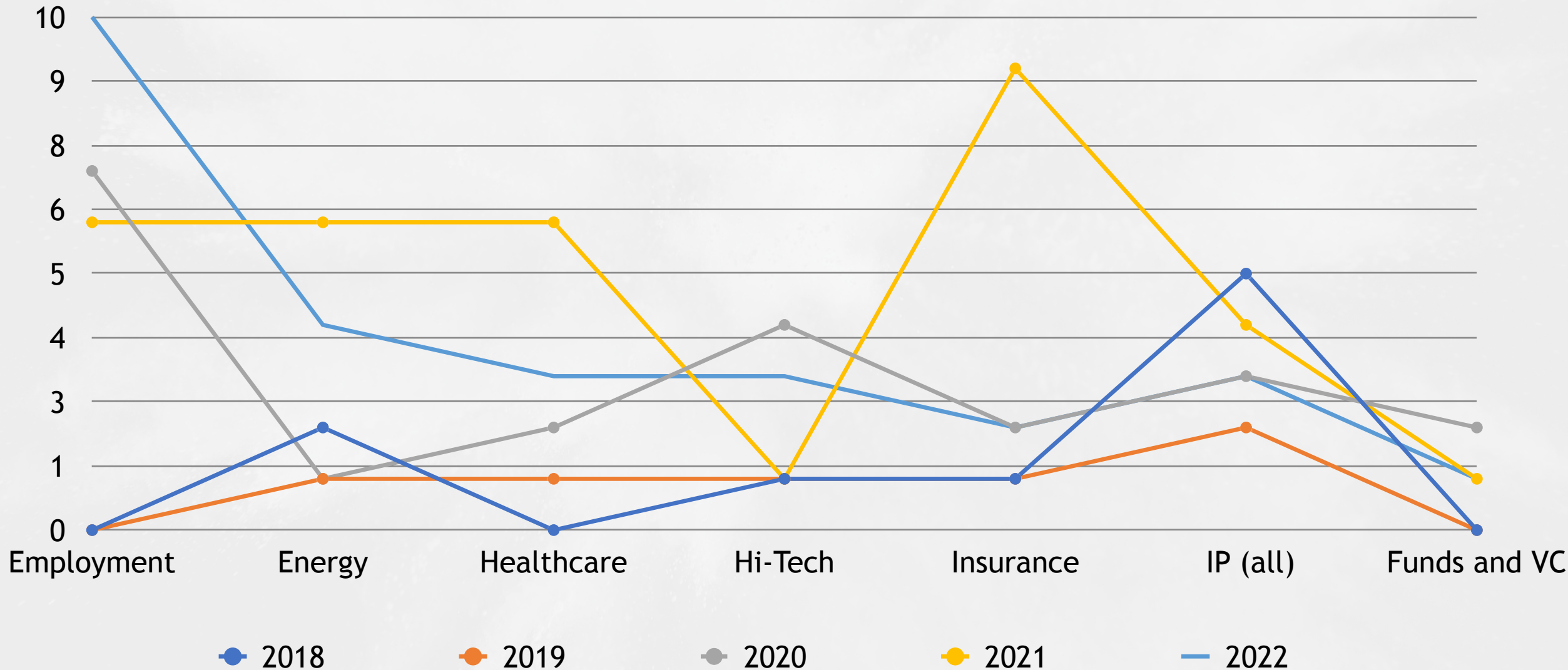
2021

	up	new	down	out
IP:Transactions		1		
IP:Disputes		1		
IP:Filings/ Prosecution:Patents		1		
IP:Filings/ Prosecution:Trademarks				
Investment Funds		1		
Planning and Zoning		4		
Real Estate		9		1
Restructuring		5		
Tax		7		1
Telecoms		2		
Transport		2		

# Total number of changes - Individuals

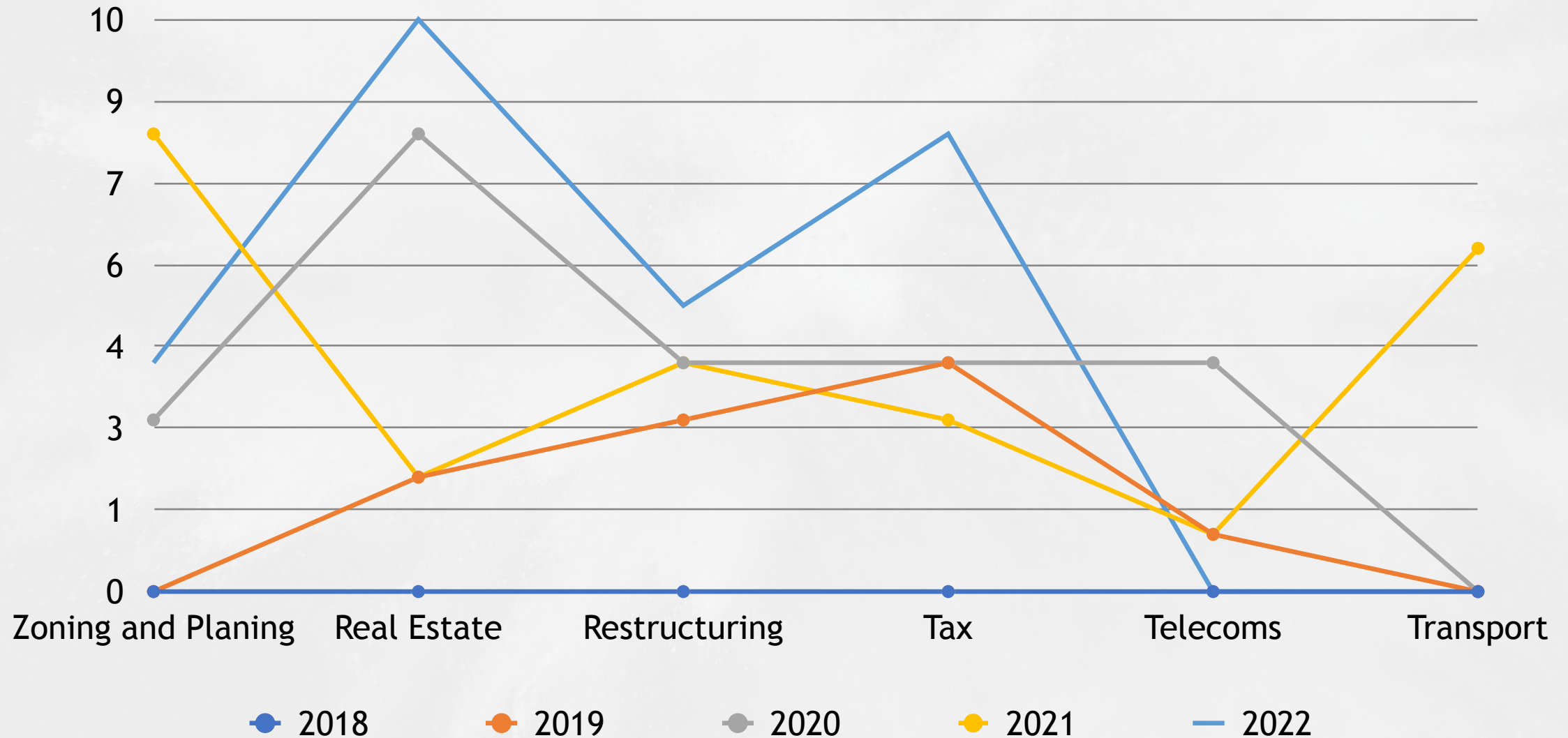


# Total number of changes - Individuals





# Total number of changes - Individuals



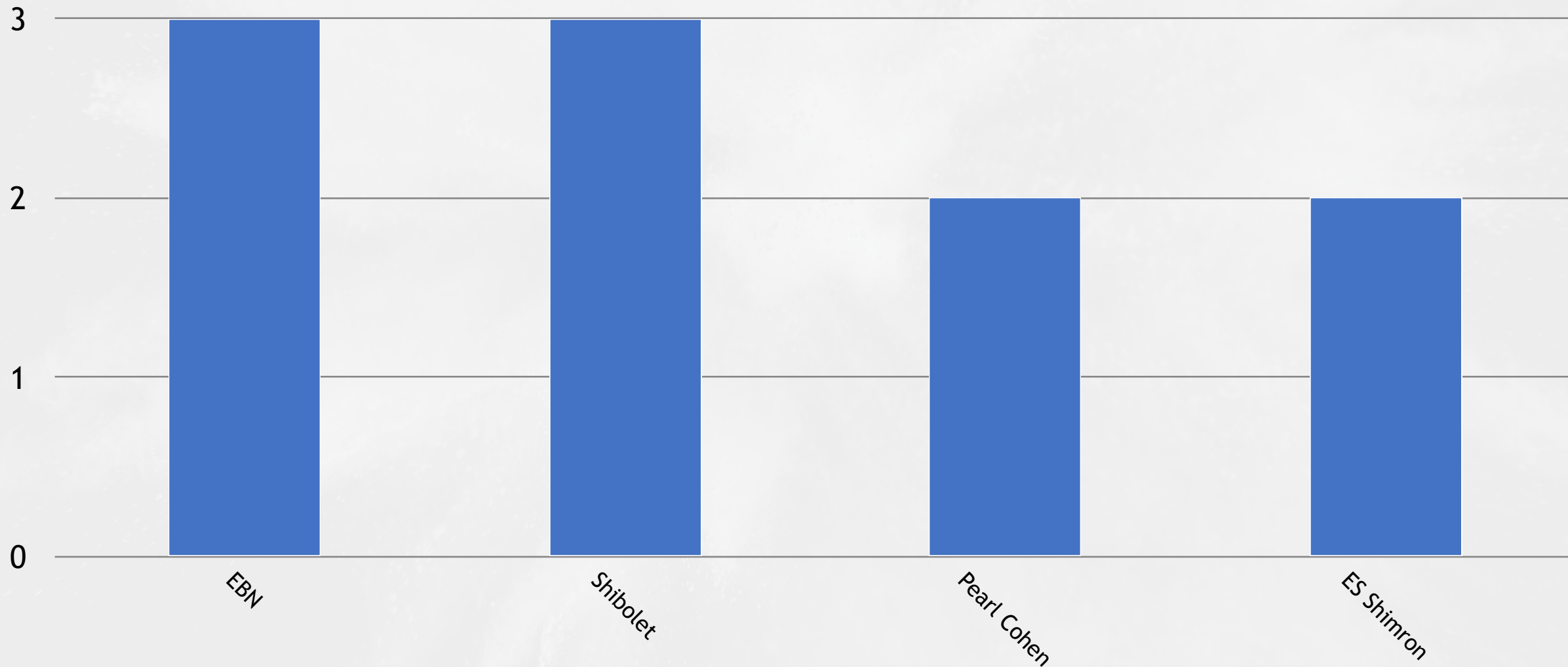
The background of the slide features a cosmic scene with a bright, textured white nebula or galaxy core against a dark, star-filled space. Two thick, solid red diagonal lines intersect to form a large 'X' shape, framing the central text.

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# Firms Overview

2022

# Best Performing by Practices

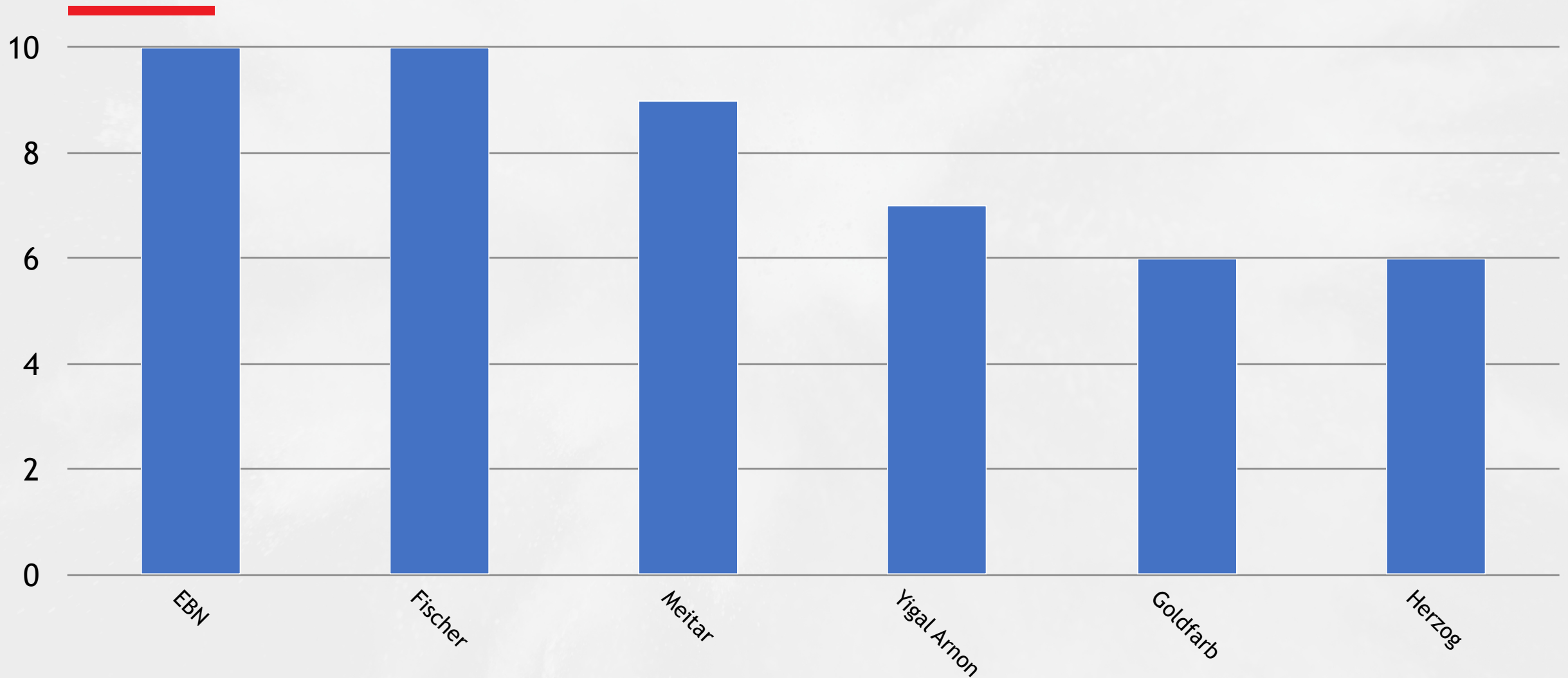


# Graph Explained

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



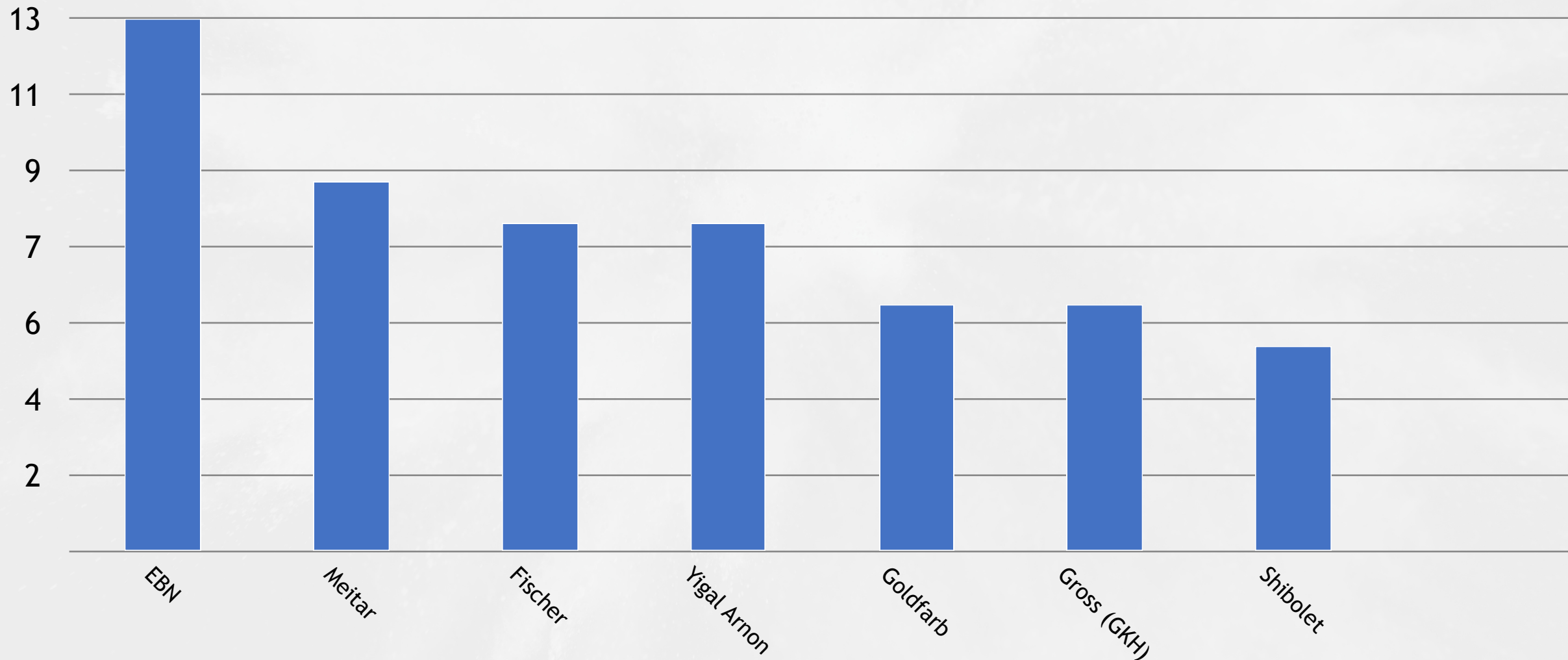
# Best Performing by Individuals



# Graph Explained

- Graph shows total number of improvements (Up+New)
- Individuals table refers to: leading, next generation and rising stars
- 30 additional law firms had 1-5 lawyers entering the individual rankings

# Best Performing Overall



# Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined minus down+out
- Eight additional law firms had 2-4 total improvements



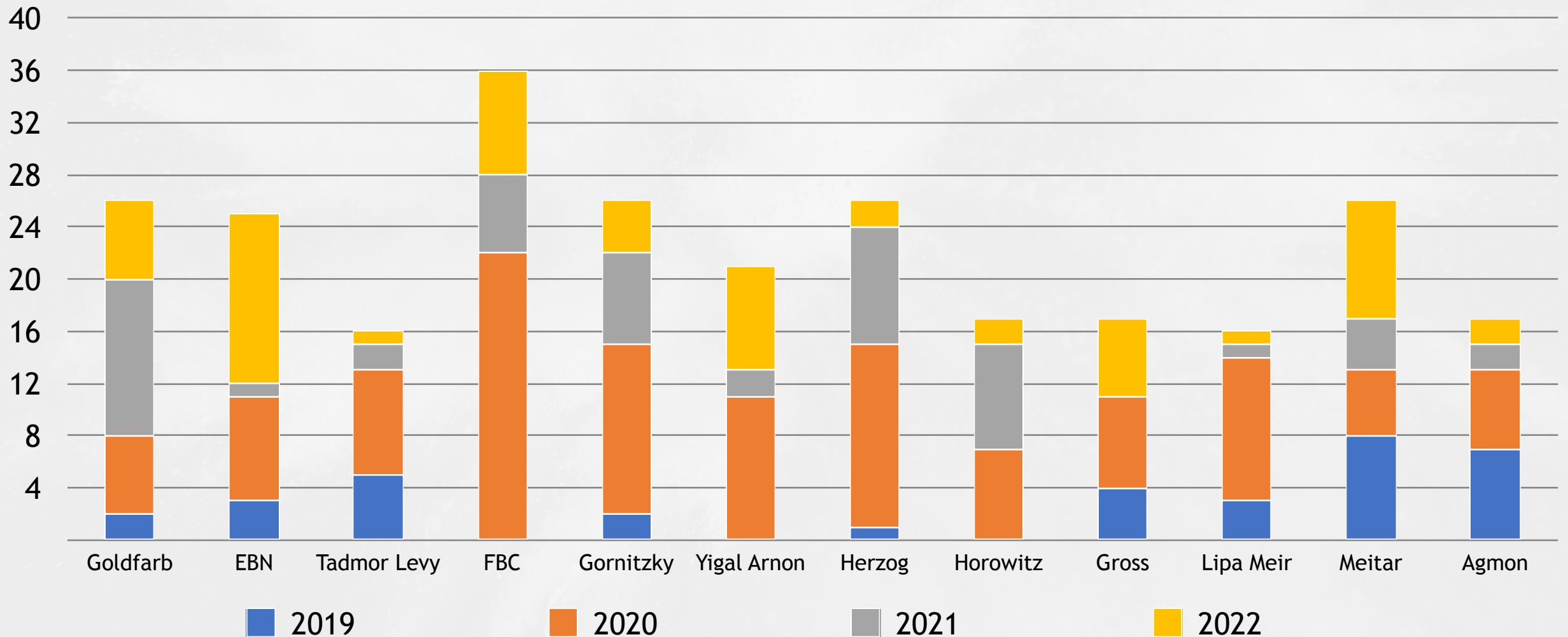
# Law firms that climbed to Tier 1

<b>Zecler Argov</b>	Competition
<b>Naschitz Brandes Amir</b>	Hi-Tech
<b>Pearl Cohen</b>	IP:Transactions

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



# Thanks

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