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| GLOBAL LEGAL MARKETING

Chambers Global 2024

Israel Rankings Analysis

February 2024

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

2024

Executive Summary

- This year we saw the most changes since Israel was introduced to Chambers Global - 258.
- Introduction of one new table, Environment, four spotlight tables, removal of Band 5 in M&A and the addition of Band 4 in three tables - IP, IP:Prosecution and IT & Data Protection.
- 36% of the individual rankings changes are credited to IT & Data protection (expansion of the fairly new table), employment (17 changes), IP Patents (14 changes), dispute resolution (12 changes) and environment (new table).
- 43 law firms showed improvement (up or new entry) in the 2024 rankings, by practice (compared to 30 in 2023, 18 in 2022 and 25 in 2021).
- Three of the mainstream practices, banking, class actions and competition, saw no changes.
- Average change in practice area ranking - 2% and 4% in individual rankings.

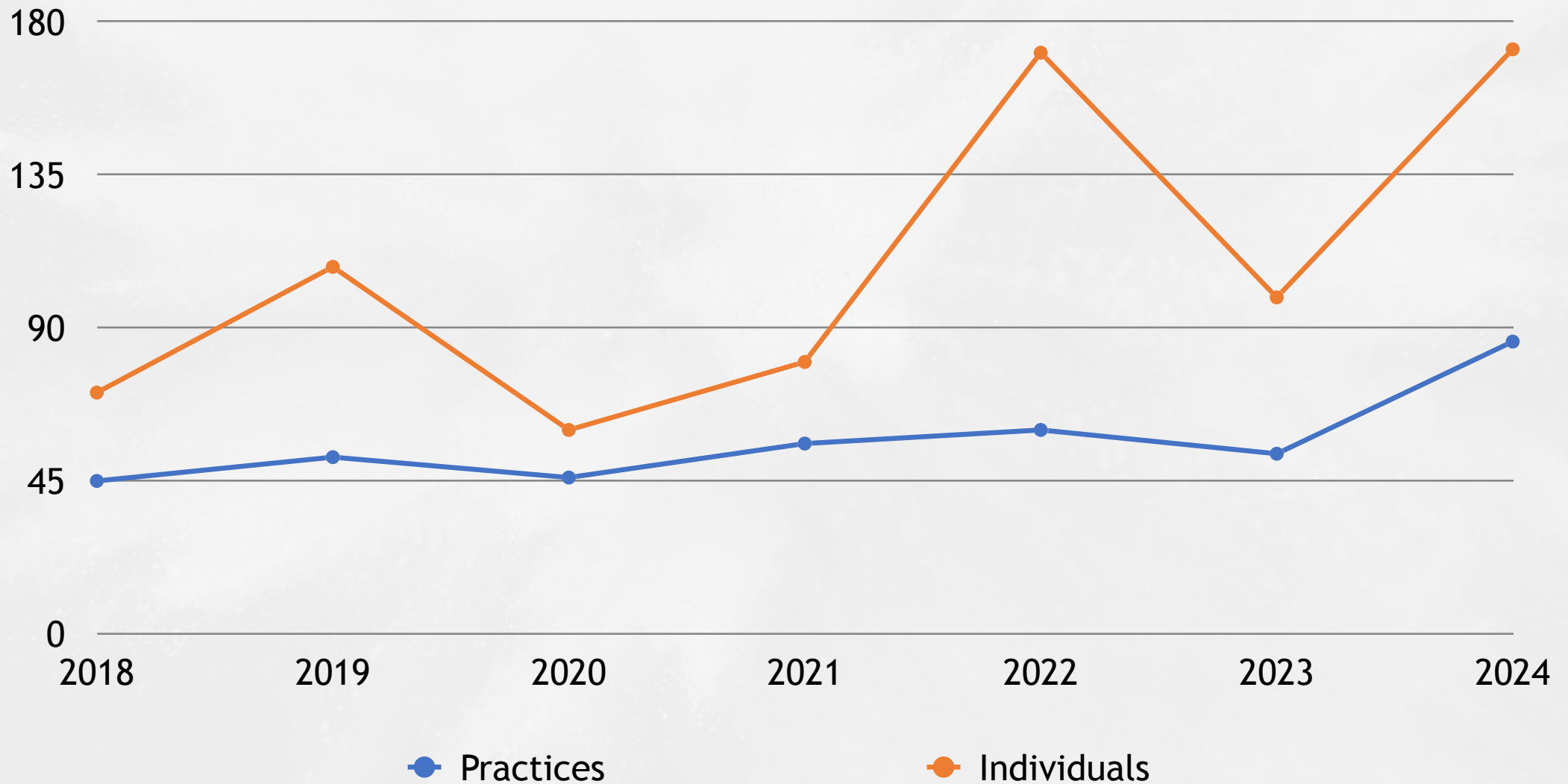
Executive Summary

- 172 changes in the individual rankings (compared to 99 changes in 2023 and 171 changes in 2022), but more than 2021 (80 changes) and 2020 (60).
- 86 changes in the practice rankings, mainly due to the addition of 44 new entries (11 to the new tables and 13 to the bands added in IP, IP:Prosecution and IT). In comparison we saw 53 changes in 2023, slightly lower than 2022 (60).
- In the 24 categories researched, 11 firms moved down (compared to 10 firms in 2023 and 19 in 2022).
- In 2024 we notice 27 movements up in the practice rankings - nearly the same as in 2023 (25) and double the amount compared to 2022 (12).
- 7 law firms managed to climb to Band 1 (compared to 8 in 2023 and 3 in 2022) and 22 individuals succeeded to climb to Band 1 (double the amount than in 2023).

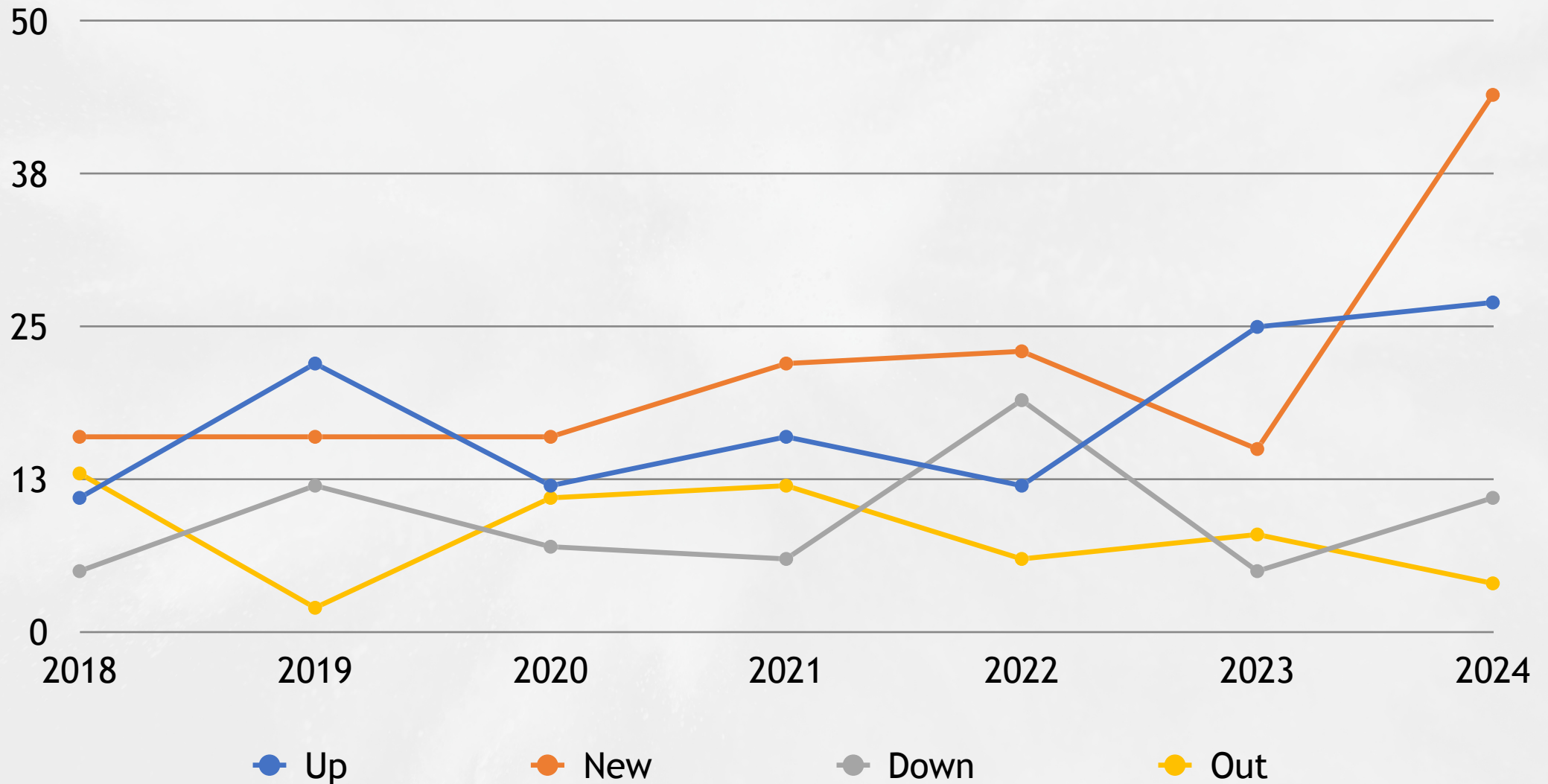
Executive Summary

- Among the top-20 law firms (by size), 75% improved their rankings, 30% moved down/out.
- 21 boutique/niche law firms improved their rankings (double than in 2023) and six went down or out of the rankings.

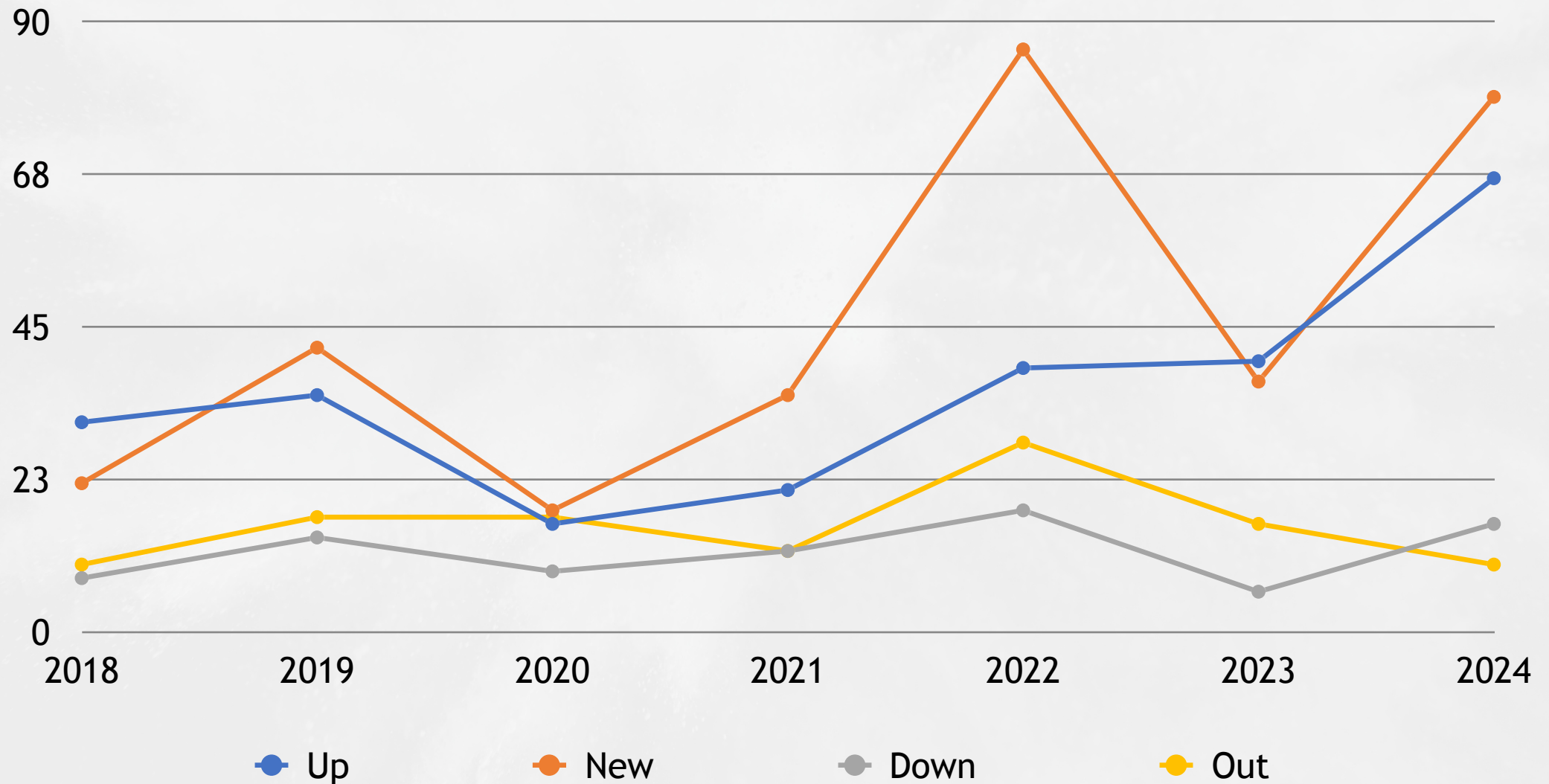
Total number of changes - overall



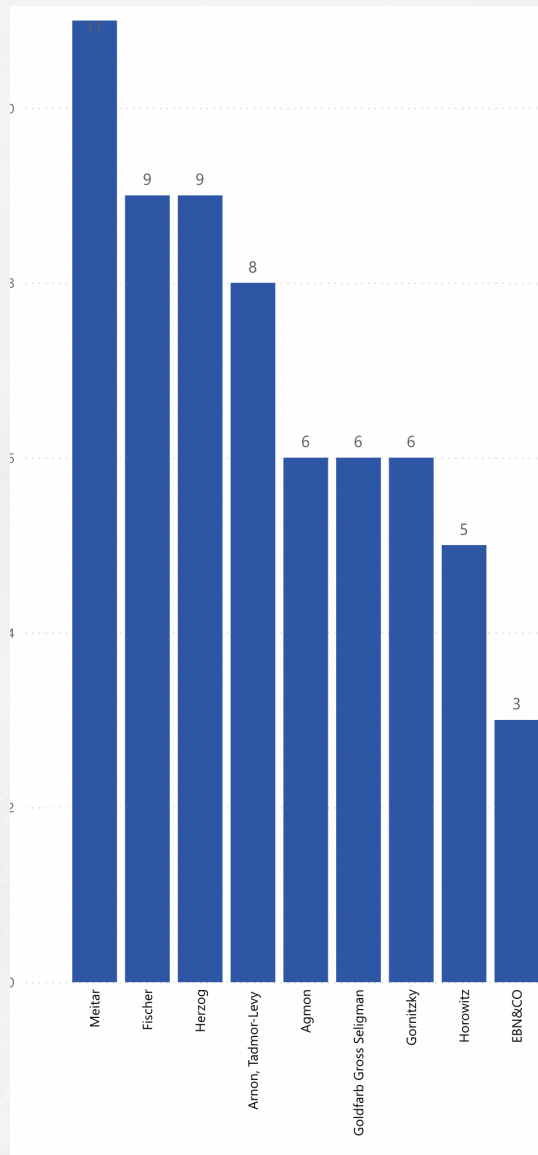
Total number of changes - practices



Total number of changes - individuals



Most Band-1 Mentions 2024



Data provided by
Legal-BI



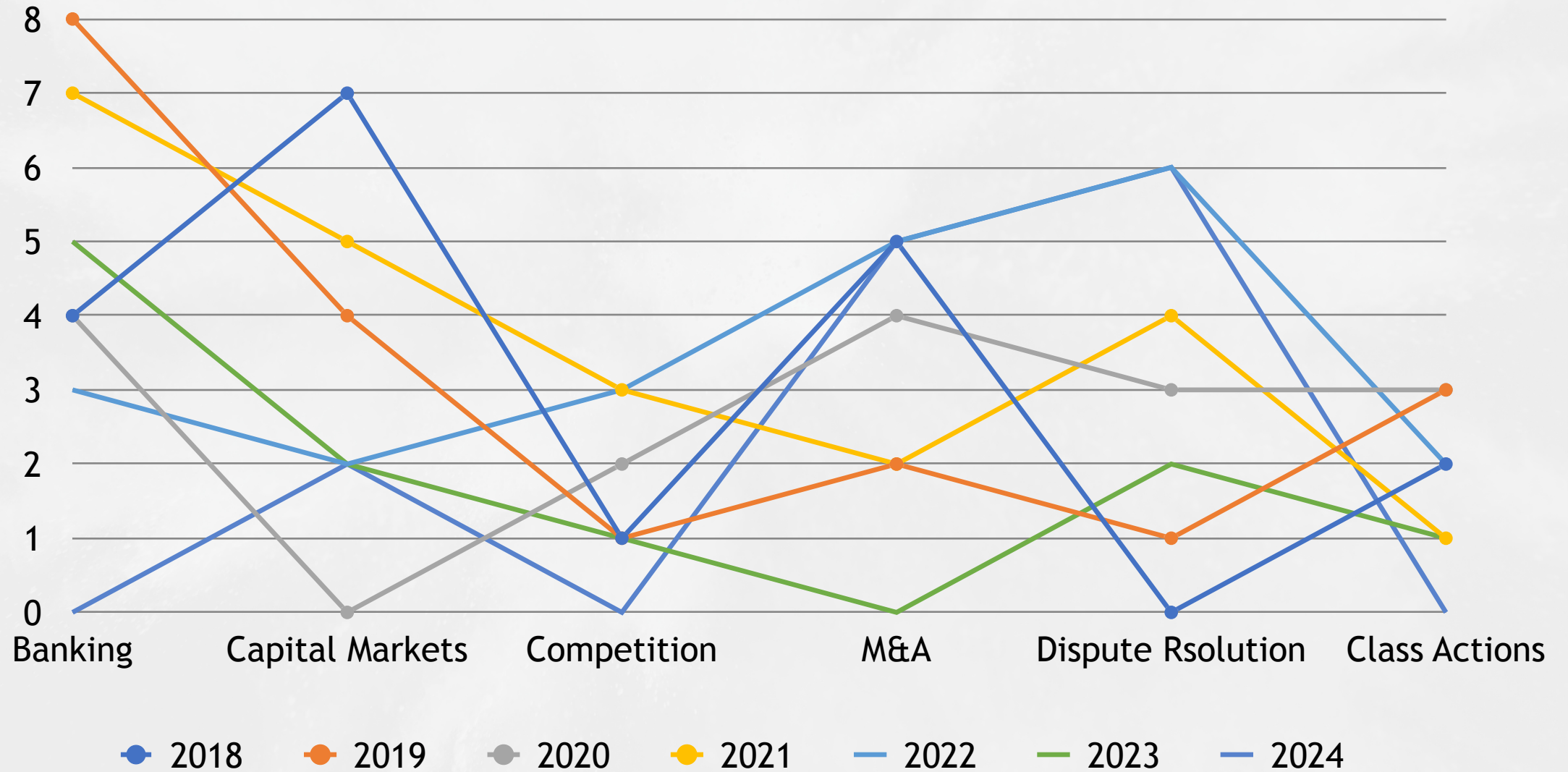
Practice Overview

2024 and comparison to previous years

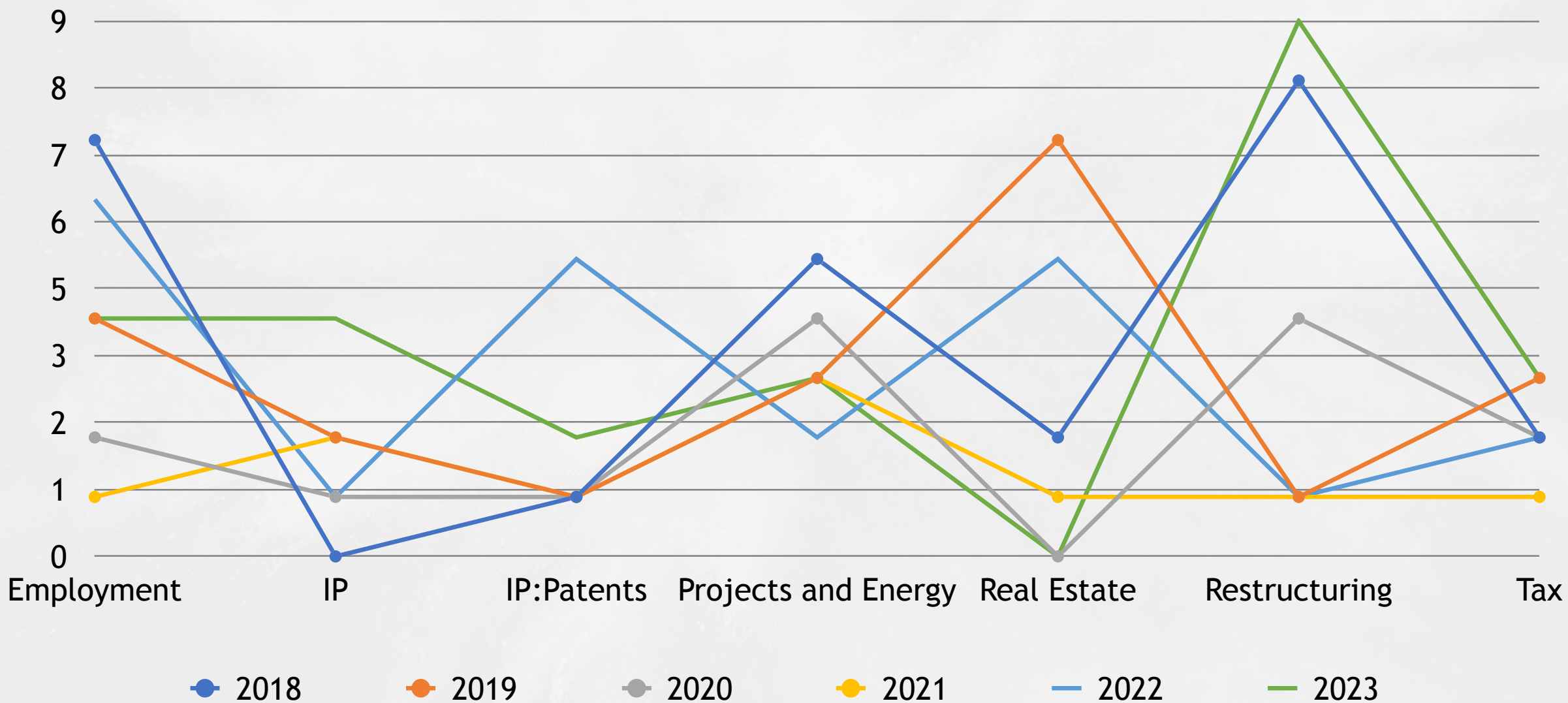
2024

	up	new	down	out
Banking				
Banking:Regulatory		2		
Capital Markets	1		1	
Competition				
M&A	3		1	1
M&A:Fund Formation		2		
Dispute Rsolution	4	2		
Class Actions				
Employment		3	1	1
Employment: Trade Unions		2		
IP		5	1	
IP: Patents		4	1	1
Projects and Energy	3	1	1	
Real Estate	2	2	1	
Restructuring		4		1
Tax	2	2		
TMT		1	1	
Shipping				
Aviation		3		
Startups	3	2		
IT & Data Protection	3	4	1	
White Collar	6			
International			2	
Environment		5		

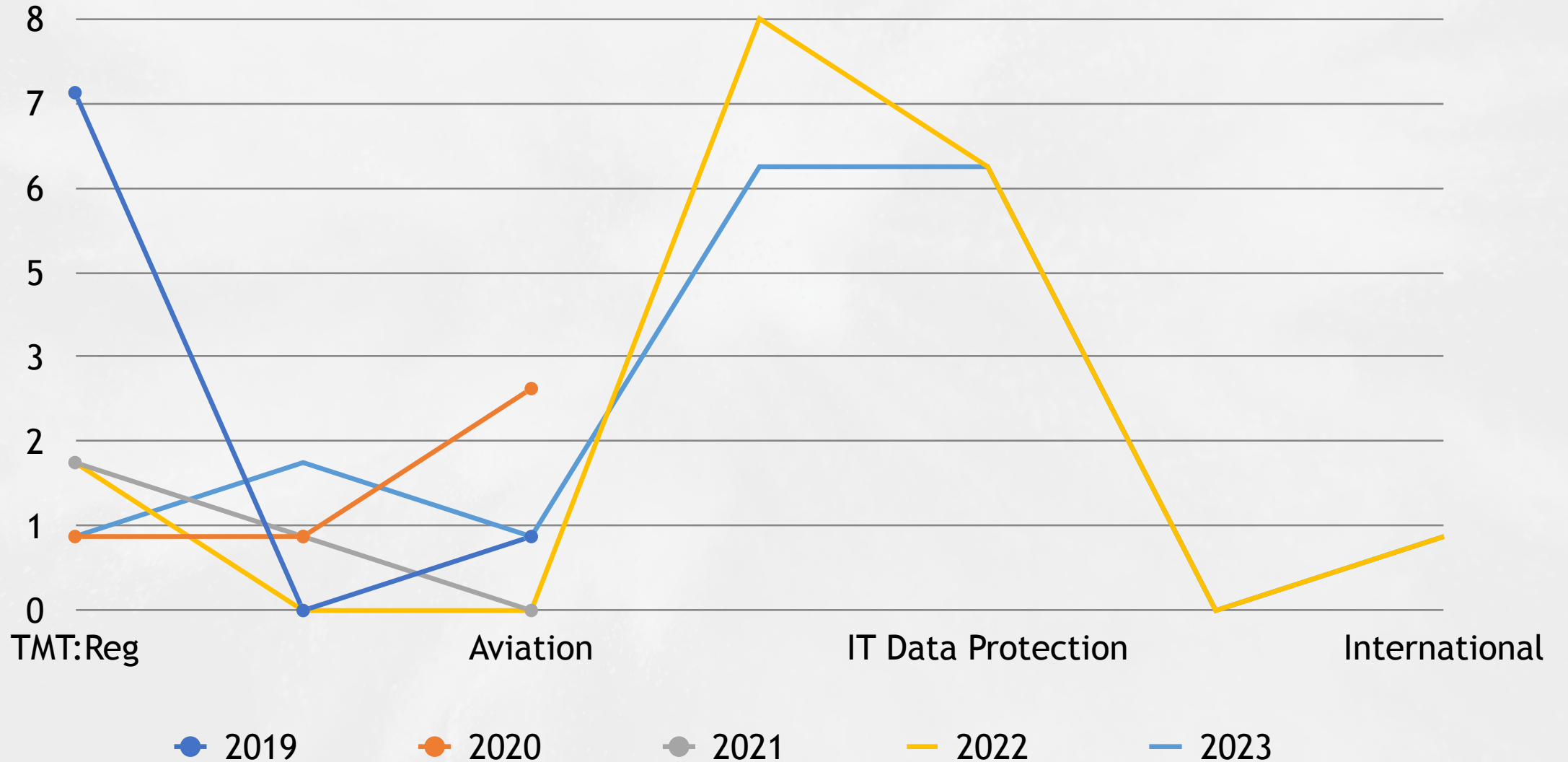
Total number of changes per practice



Total number of changes per practice



Total number of changes per practice





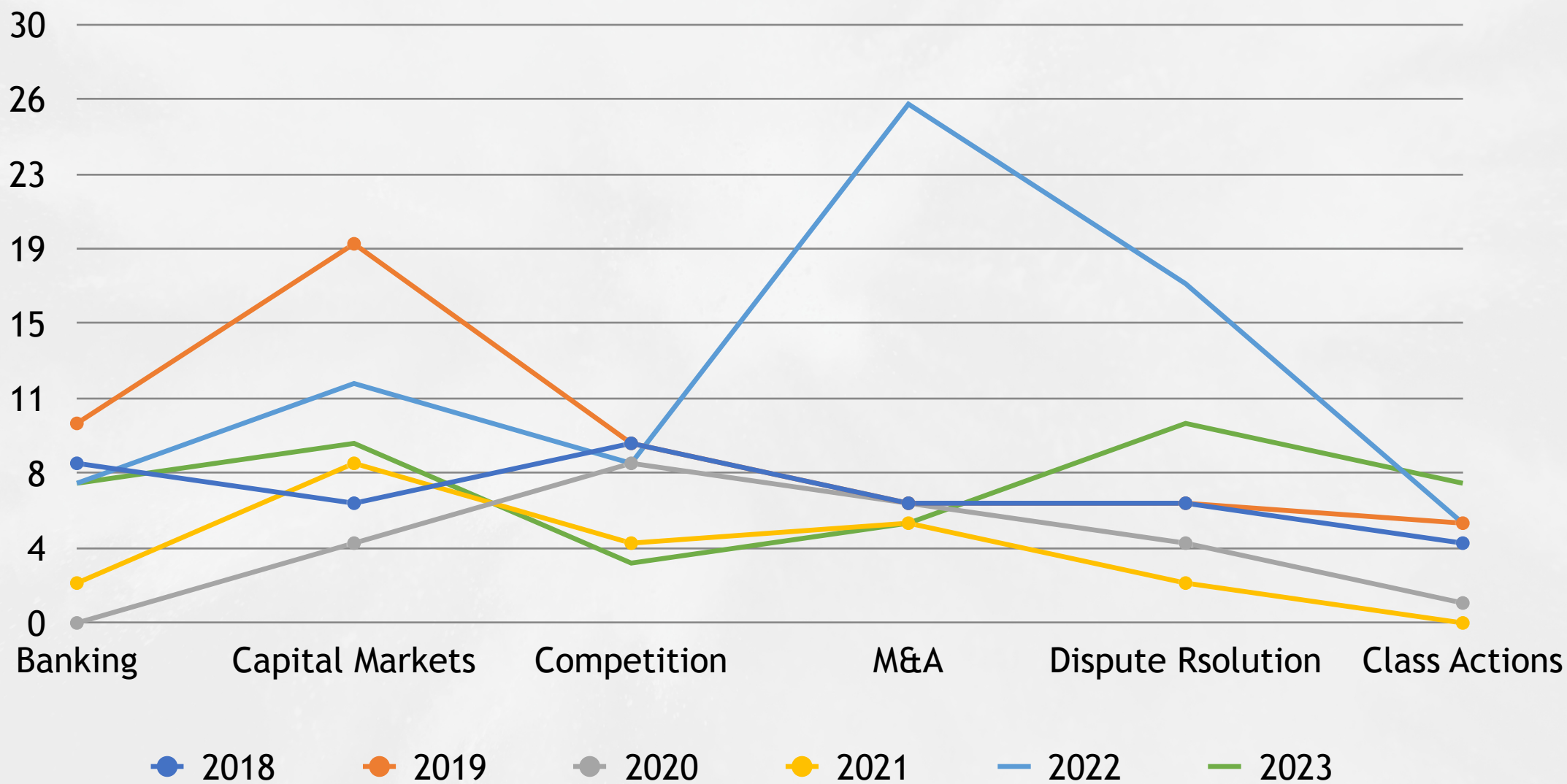
Individual Overview

2023 and comparison to previous years

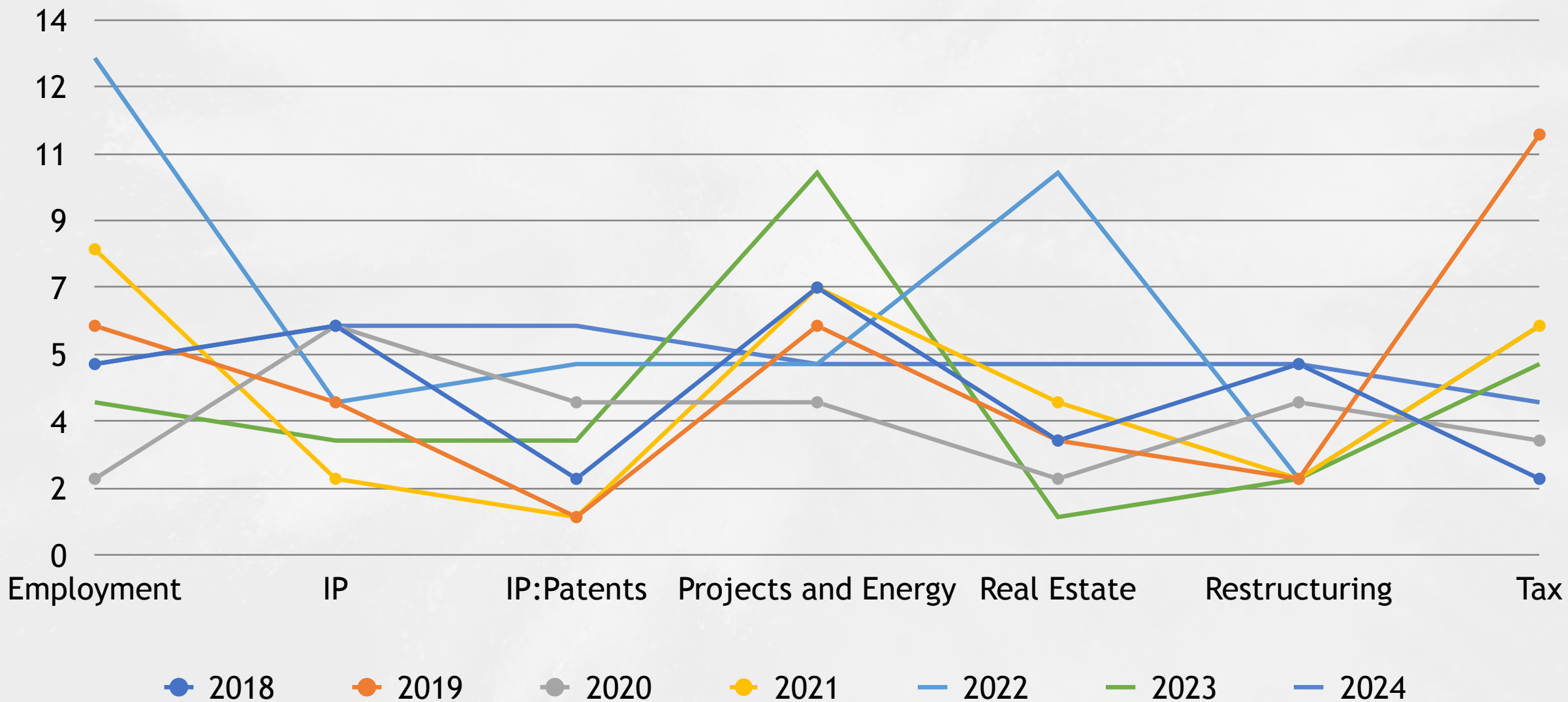
2023

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

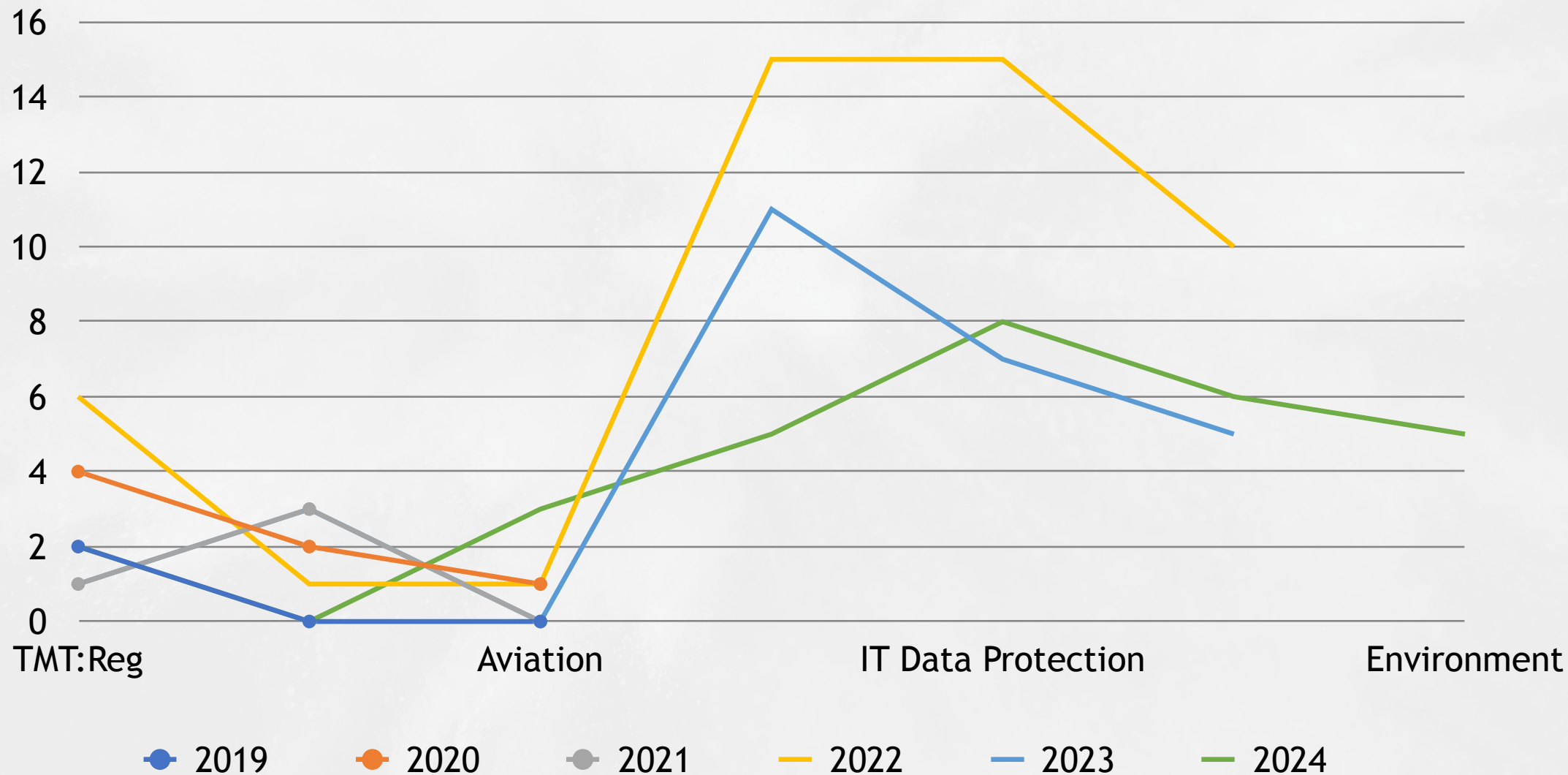
Total number of changes - individuals



Total number of changes - individuals



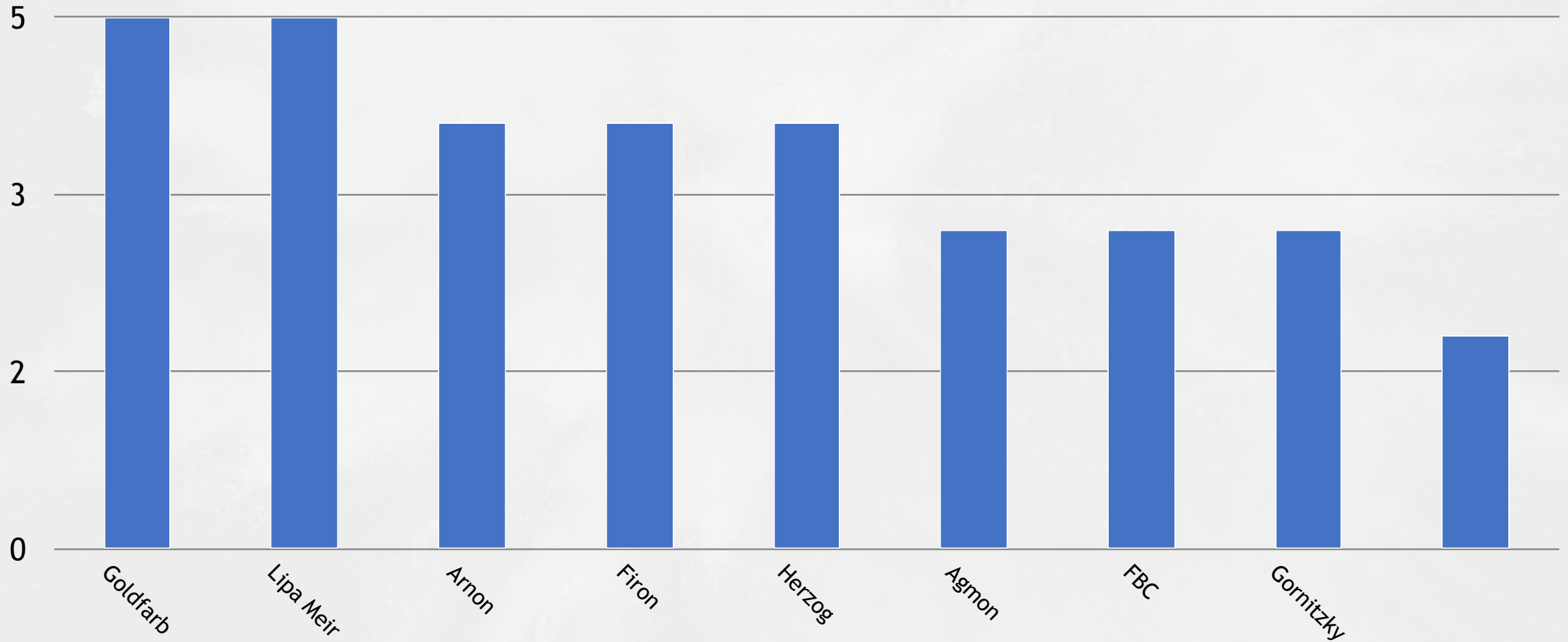
Total number of changes - individuals



Firms Overview

2024

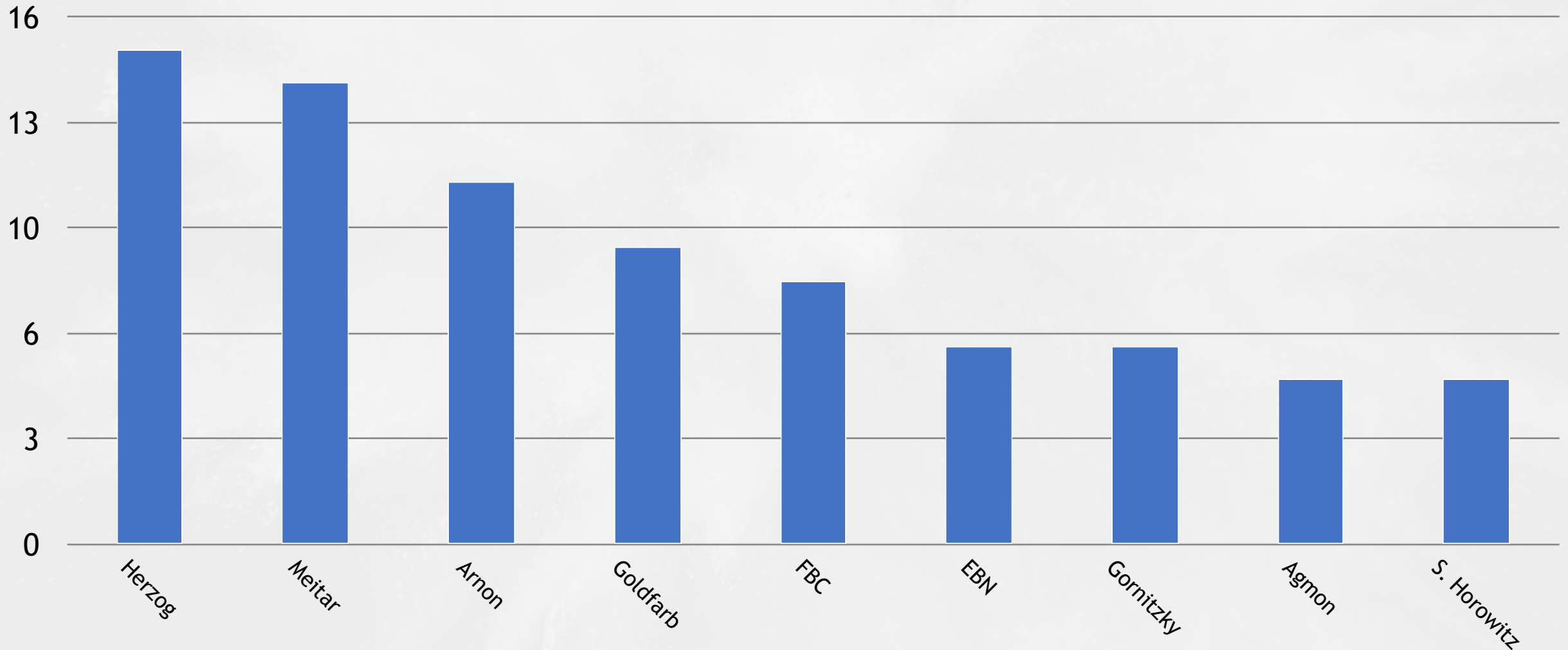
Best Performing by Practices



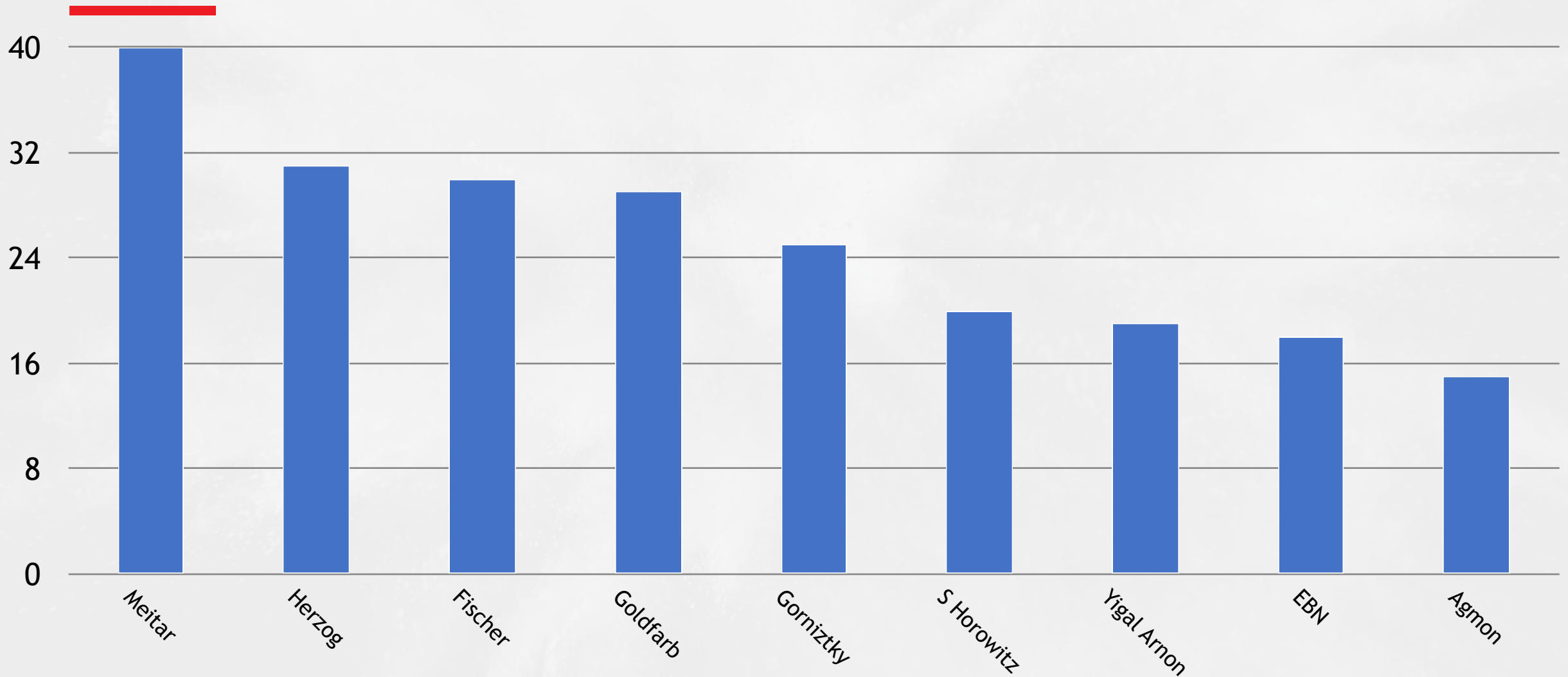
Graph Explained

- Graph shows total number of improvements (Up+New)
- 4 additional law firms had two movements up or entered the rankings.

Best Performing by Individuals



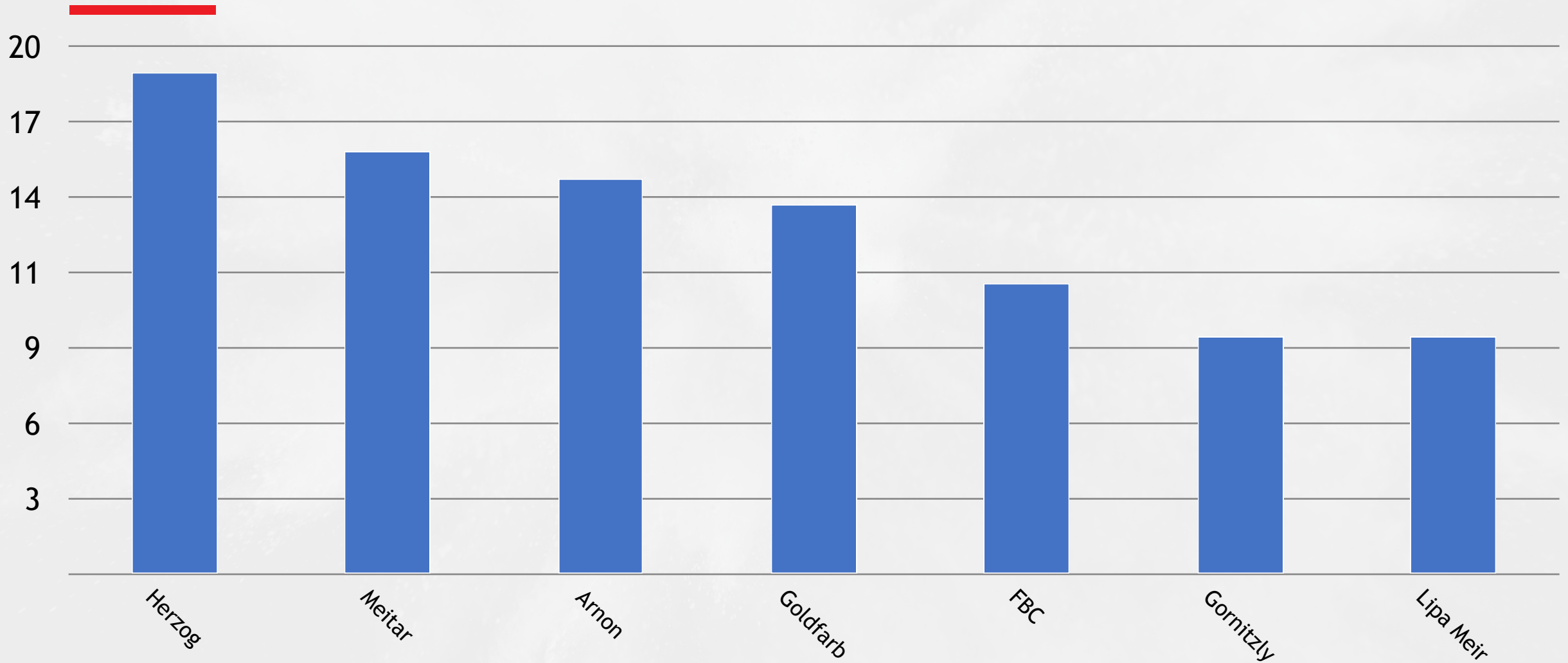
Most ranked Individuals



Graph Explained

- Graph shows total number of improvements (Up+New)
- 3 additional law firms had four movements up or entered the individual rankings.
- 2 additional law firms had three movements up or entered the individual rankings.

Best Performing Overall



Graph Explained

- Graph shows total number of improvements (Up+New) practice +individual combined
- 6 additional law firms had over 5 total improvements

Law firms that climbed to Band 1

Herzog - Capital Markets
Herzog - Startups
Agmon - Dispute Resolution
Firon - Real Estate
Goldfarb - Startups
Goldfarb - Tax
Meitar - Tax

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)

2021 three firms climbed to Band 1: Gornitzky (M&A), Yigal Arnon (M&A) and Ehrlich Fenster (IP: Patents)

2022 three firms climbed to Band 1: EBN (Dispute Resolution and Class Actions), Gornitzky (TMT and Capital Markets) and Meitar (Startups and IT & Data Protection)

2023 six firms climbed to Band 1: Gornitzky (Dispute Resolution), Herzog (IT), Agmon (Capital Markets), APM (Restructuring), Arnon (Restructuring), EBN (Restructuring), Meitar (Restructuring) and Mary Meiri (Restructuring).

Lawyers that climbed to Band 1

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 Hacohen & Co.)

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

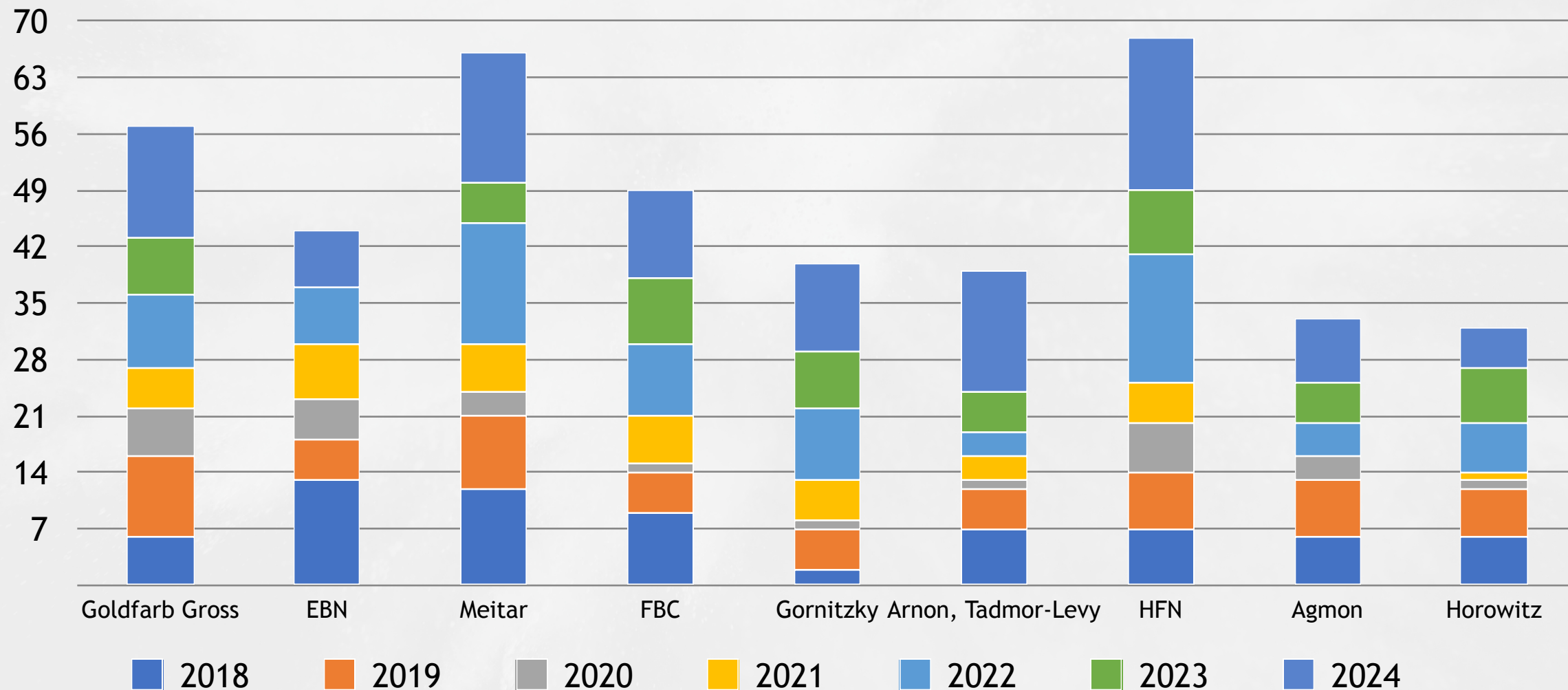
2021: three individuals climbed to Band 1: Giora Erdinast - Dispute Resolution (EBN), Boaz Golan - Competition (Goldfarb) and Daniel Paserman - Tax (Gornitzky)

2022: 11 individuals climbed to Band 1

2023: 11 individuals climbed to Band 1

Eli Elya- <i>Gornitzky</i>	Banking
Gal Feingold- <i>Meitar</i>	Banking
Michelle Liberman- S Horowitz	Banking
Nir Dash- Herzog	CM
Talya Solomon- Herzog	Competition
Barak Tal- Arnon	Dispute
Eyal Rosovsky- Meitar	Dispute
Giora Erdinast - EBN	Class Actions
Michael Bach- Bach, Lederman & Co	Class Actions (plaintiff)
Ehud Hausman- Reinhold Cohn Group	IP: Prosecution
Ariel Yosefi- Herzog Fox & Neeman	IT & Data Protection
Dalit Ben-Israel- Naschitz, Brandes, Amir	IT & Data Protection
Dotan Hammer- Pearl Cohen	IT & Data Protection
Assaf Berenson- Goldfarb Gross Seligman	Labor
Gilad Winkler- FBC	Projects
Itzhak Narkiss- M. Firon	RE
Amit Pines- FBC & Co	Restructuring
Itay Frishman- Meitar	Startups
Itay Frishman- Meitar	Shipping
Dror Matatyahu- FBC	White Collar
Ayal Shenhav - Goldfarb Gross Seligman	M&A Fund Formation
Tal Dror Schwimmer - Herzog	M&A Fund Formation

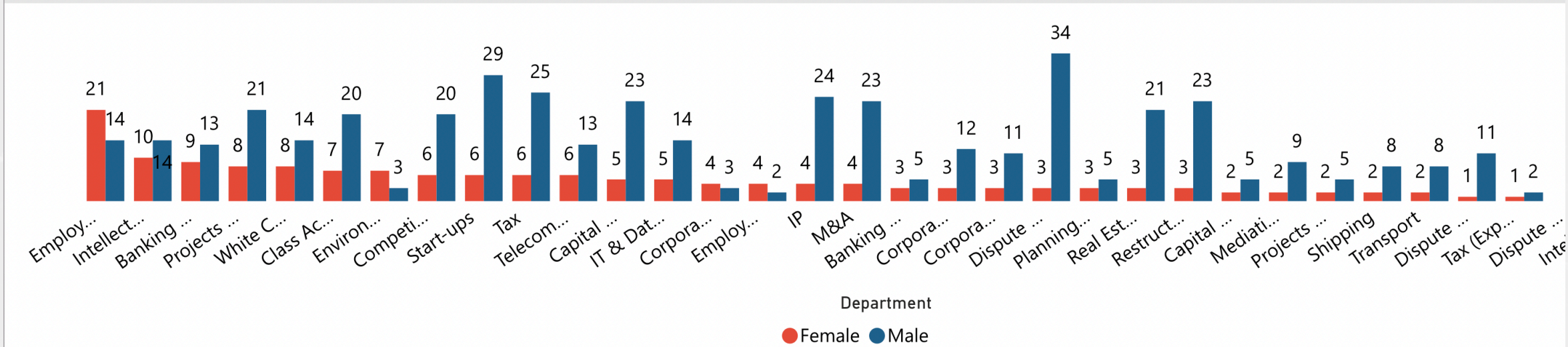
10 Best Performing Law Firms - Overall



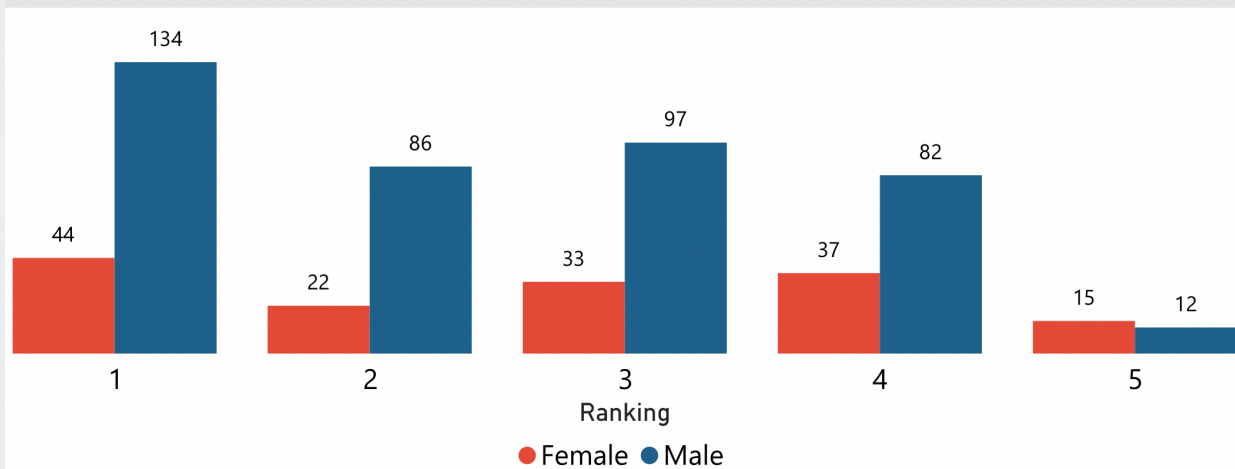
Gender Analysis

Data provided by Legal-BI

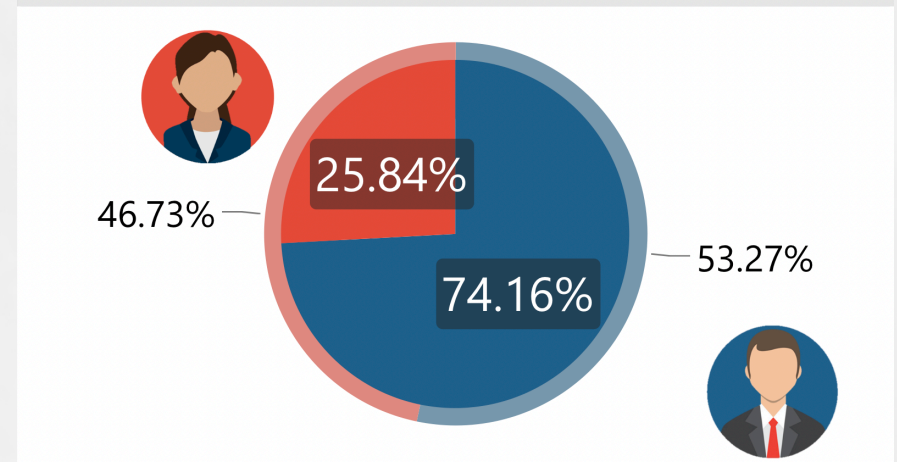
Ranked Lawyers by Department - Gender Comparison



Lawyers Ranking Levels



Ranked Lawyers out of total Lawyers by Gender



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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