



M. FIRON & CO. ADVOCATES

HOSPITALITY

The M. Firon & Co. law firm, one of Israel's leading law firms in the field of hospitality, offers extensive experience in representing prominent clients in Israel and abroad, including both local and international hotel chains, real estate groups, hotel owners, and more. Our firm, which has represented one of Israel's leading hotel chains for decades, offers in-depth professional knowledge of all of the business-commercial-legal aspects of the hospitality industry, facilitating a broad view and comprehensive legal-business response to our clientele's needs.

The firm's representation of its clients commences as early as the construction stage and continues all the way through handling all managerial, operational, and business needs, including: commercial agreements, among them purchasing agreements; construction and establishment agreements; management agreements; rental agreements; franchise agreements; tenders; legal consultation and representation in the field of food and beverage management; operating agreements with respect to restaurants, bars, and event halls; vendor agreements; ongoing legal representation; and more.

The department's highly experienced and professional team interacts regularly with the various relevant governmental authorities, including the Ministry of Tourism, the Israel Land Authority, the Israel Tax Authority, local government authorities, the various planning and construction boards, the Israel Hoteliers Association, and various courts.

The firm's unique expertise in the fields of local and international commerce in general and in the hospitality industry in particular, alongside its extensive business experience in practice areas, allow the department's staff to provide our clientele with comprehensive representation that integrates aspects of real estate law, property law, tax law, financing and collateral law, corporate law, mergers and acquisitions law, regulatory law, antitrust law, consumer protection law, labor law, commercial litigation, environmental protection law, the capital markets, and more.

The secret to the success of our department's staff is in its uncompromising professionalism, its personal dedication to each client, its loyalty, and the quality professional and tailored legal services that it provides. The firm's branches, which are spread out through Tel Aviv, Haifa, Nazareth, Netanya, and Be'er Sheva, allow us to offer close-knit representation by our attorneys anywhere in Israel and overseas, particularly in Eastern and Central Europe, by means of the Firon Bar-Nir firm's branches in Romania, Greece, Bulgaria, and Serbia.

COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Commercial agreements, including purchasing agreements, construction and establishment agreements, management agreements, rental agreements, franchise agreements, vendor agreements, and more;
- Consulting on tenders throughout the entire process;
- Legal consulting and representation in the field of food and beverage management;
- Commercial and contractor litigation;
- Legal consulting and representation in the field of labor and employment law;
- Legal consulting in the field of real estate, infrastructures, and project finance.

"The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation"

The Legal 500

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