



M. FIRON & CO. ADVOCATES

INTERNATIONAL CORPORATE & COMMERCIAL

M. Firon & Co. is proud to be one of Israel's most globally active law firms and one of the first Israeli law firms to establish overseas branches. The firm is among the few top firms of choice for Israeli and Israeli-related clients facing challenging, difficult and critical cross-border work. The firm, which was founded in 1950, has decades of experience in cross-border activity and in leading complex and multi-jurisdictional projects including the representation of Israeli and foreign clients in some of the most complex cross-border mergers and acquisitions, international financing transactions, real estate, private equity, joint ventures, distribution and trade, high-tech deals etc..

The firm has a major advantage in its operations in Europe through the activities of Firon Bar-Nir (Europe) which is located in Bucharest, Romania and serves as a focal point for supporting the firm's clients throughout Europe and in Central and Eastern Europe, in particular. The Romanian branch currently has over 20 lawyers supporting some of the largest and most active Romanian and European companies. The firm also has local branches in Greece, Bulgaria, and Serbia. In recent years, our firm has also started operating more extensively in Latin America in various ventures and in Mexico, Colombia and Brazil, in particular.

Recently, following the signing of the Abraham Accords, the firm's nine years' 'presence', activity relations and experience in numerous transactions made between Israeli and UAE based businesspersons and entities, has surfaced and the firm continues to closely cooperate with the largest law firm in the UAE. In addition to its extensive and highly regarded activity in Europe and in Latin America, the firm has a broad and long-established practice in North America, Asia, and China, as well as in some countries in Africa. The firm's legal team has significant experience in overseas activities where it represents both Israeli and foreign companies.

The firm is member in elite global law firm networks, comprised of carefully selected members, operating in 150 cities worldwide, which gives the firm the ability to provide clients with immediate advice at all such locations with support offered by the local members of the networks, whose representatives have a deep personal acquaintance with M. Firon's partners, with the ultimate result being the ability to act for the firm's clients in an optimal manner and on a worldwide basis.

This enables the firm to provide our clients with a truly international advice in practically any location they operate across the globe, with maximum accessibility and daily support from a partner in our offices in Israel. In addition to its international corporate & commercial practice, M. Firon & Co. is one of Israel's leading and most experienced firms in the field of international arbitration. In recent years, the firm has represented Governments, multinationals, and prominent business figures before international arbitration tribunals, including, the International Court of Arbitration of the International Chamber of Commerce (ICC), the International Centre for Settlement of Investment Disputes (ICSID) and other similar tribunals across the globe.

Among the firm's clients are foreign and multinational companies as well as leading Israeli companies who routinely operate in the international markets. The firm's clients are assured professional, swift and efficient service in every location worldwide.

GUIDING OUR CLIENTS THROUGHOUT THE ENTIRE LIFE-CYCLE OF A DEAL WHILE HARNESSING OUR PROVEN EXPERTISE IN COMPLEMENTARY AND OTHERWISE RELATED BODIES OF LAW:

- Mergers and acquisitions;
- Private equity (including venture capital);
- Establishment of investment funds;
- Financing;
- Real estate, Infrastructure and Project Finance ;
- High-tech and Startups;
- Internet, Gaming and E-commerce;
- Trade and distribution;
- Infrastructure and energy;
- International arbitration.

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

The Legal 500

Adgar 360 Tower, 2 Hashlosha St., Tel Aviv 6706054, Israel

Tel +972 3-7540000 • Fax +972 3-7540011 • Info@firon.co.il

www.firon.co.il

TEL AVIV ♦ HAIFA ♦ NAZARETH ♦ BEER SHEVA ♦ NETANYA
ISRAEL ■ ROMANIA ■ GREECE ■ BULGARIA ■ SERBIA