

Zohar Fisher

Legal Marketing Consulting

Israel

Zohar Fisher

Founder of Robus, Adv. Zohar Fisher is a vastly experienced strategic and business advisor, and a commercial lawyer who has been practicing Legal

Marketing for many years, inter alia, as the business development manager of one of the leading and largest Israeli law firms.

About Robus

As Israel's leading legal marketing consultants, we at Robus see our outbound services to foreign law firms as part of our business's DNA.

Representing a full spectrum of Israeli law firms, from boutique to Israel's largest law firms, Robus is a valuable strategic partner for foreign law firms asking to obtain a foothold in Israel. Robus consult many foreign law firms, among others – US law firms, European law firms from the UK, Germany, France and east Europe, all asking to provide legal services in Israel.

We at Robus have been closely monitoring the changes in Israeli legislation that enabled foreign law firms to branch out to Israel, which immediately spurred interest in many foreign law firms overseas, as well as amongst our domestic clientele. In addition, our office manages an information center for foreign lawyers and law firms who wish to operate and register in Israel.

With a team of native English speaking jurists and lawyers, rich business experience and in-depth acquaintance with the Israeli legal market, Robus is the perfect starting point from which your law firm can set sail for new opportunities in Israel.

Specific services

- Using our broad professional network, we will assist your law firm in establishing its activity in Israel.

- We will orchestrate the implementation of your Israeli project and provide valuable business information, including setting up a high standard internet website and firm profile to match the initiative.

- We offer our international clients a broad exposure and acquaintance to the Israeli market through varied conferences, seminars, commercial and academic platforms and events.

- We are well experienced in promoting a wide range of innovative cross-border business initiatives in cooperation with varied domestic elements.

- Our office provides its international clients with direct access to the Israeli media to support their commercial interests in Israel. We work with leading PR companies, write articles to Israel's leading financial magazines and take part in various high interest public events, thus - offering the adequate public coverage to facilitate your firm's efforts to Israel.

- Mergers with Israeli law firms- our office specializes in both local and cross-border mergers and cooperation between domestic and foreign law firms. We will locate an Israeli law firm which best suits your firm's profile, practice areas and behavioral DNA, and spearhead the merger or acquisition process until its successful completion.



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Ready, set, go! - Israel is opening up for foreign law firms

Starting August 2012 Israel is opening up for foreign lawyers who are allowed to operate in Israel. Are you going to join in?

In Israel, it would not be too difficult to find a lawyer to handle your diversified affairs. An overlook on the Israeli legal market will show that this relatively small country holds a worldwide record- the highest amount of lawyers per capita, hundreds of law firms and almost 15 higher education institutes with law faculties.

Israel's 'one stop shop' law firms offer a wide range of practice fields, most of them are connected with international legal work and worldwide businessmen. Israel is an attractive target for high-tech and technology companies, often described as a 'start-up nation'. Over the past 5 years, Israel has shown a 4% GDP growth rate, and contrary to recent years' global trend in light of the financial crisis, Israel enjoyed good stability in the

banking sector with no Israeli banks requiring bailout.

Recently, foreign lawyers and law firms have received formal permission to provide legal services, to operate and to collaborate in Israel. Foreign lawyers and law firms are permitted to provide legal services regarding foreign law in Israel (but will not be allowed to represent before Israeli courts).

At the same time, Israeli law firms continue to hire foreign lawyers certified both overseas and in Israel, which provide them with the added value of first-hand familiarity with foreign economies and regulations.

Opening the market to foreign law firms may increase the already high competition in the legal market, but it may also add new exciting opportunities, leaving a bigger piece for each participant. The new worldwide players will tighten

their relationship with Israeli businessmen. Together they may offer full cross-border services complementing the knowledge and experience of one another.

The fierce competition in the Israeli legal market created an increased need for law firm marketing.

As always, our team at Robus will be more than happy to consult, assist and provide relevant tools to foreign law firms, as well as individual lawyers, regarding entering the Israeli market and/or operating in Israel under the new amendment

- Robus is Israel's leading Legal Marketing Company, a strategic counseling office which specializes in legal marketing and counseling for law firms

- Adv. Zohar Fisher is the CEO of Robus, an Israeli leading Legal Marketing company