FIRON

M. FIRON & CO. ADVOCATES

ANTITRUST AND COMPETITION

M. Firon & Co.'s Antitrust and Competition Department has for many years been ranked as one of the leading and highest quality practices in Israel in this field, and the department's partners are known and reputable both in Israel and overseas. As one of the longest-established departments in Israel in this area of law, the team has significant experience and proven abilities in providing advice on competition and antitrust to leading Israeli and international companies, on agreements and complex transactions, and on joint mergers and acquisitions. The antitrust team continually strives to support clients in order to ensure the maximum freedom of commercial activity within the law.

The team has many years of expertise in consultancy, presentation, and obtaining approvals for merger and acquisition deals, even in markets with little competition and in cross-border transactions, where the firm provides ongoing support for its clients - including many market leaders and even companies holding a monopoly - in their routine management to ensure compliance with the requirements of the law and the competition regulator. The firm's lawyers have an impressive record of appearances before the Israel Competition Authority, both as part of legal proceedings to approve transactions and as part of hearings before the antitrust regulator on competition issues. The team has successfully represented the firm's clients in all litigation proceedings in the field, including class action suits, proceedings in the competition court, and criminal proceedings in District Courts and the Supreme Court.

The firm provides its clients with strategic consultancy regarding all aspects of competition law. Among other things, the firm provides major financial and real economy organizations with close support on the Law to Promote Competition and Reduce Concentration (Concentration Law) and offers advice to its clients engaged in commerce and distribution on the Law to Promote Competition in the Food Sector. The department's lawyers are also experienced in proceedings to prepare and integrate internal programs for complying with and enforcing antitrust instructions in commercial companies and professional associations.

M. Firon & Co.'s clients in the field of competition and antitrust include the largest and best-known companies operating in the Israeli economy, in such areas as defense, energy, tourism, pharmaceuticals, distribution, insurance, finance, infrastructure, and more. The firm also supports many international companies in their activities in Israel.

The firm's clients enjoy first-rate professional support with an approach that promotes transactions with maximum caution and responsibility, from lawyers with decades of experience in the field (formerly with the competition authorities in Israel, the US, and the EU), a thorough understanding of the sector, essential experience in all enforcement and litigation proceedings, and out-of-the-box thinking.

COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Advice on Competition Laws, the Concentration Law, and the Food Law;
- Advice on restrictive arrangements and collaborations between corporations;
- Negotiations in mergers and designing optimal transactions in view of the Competition Law;
- Submitting merger announcements for domestic and cross-border merger and acquisition transactions;
- Litigation in Competition Law, including representation in court;
- Designing and installing internal enforcement programs;
- Support in all areas of administrative and criminal enforcement.

BUILT ON TRADITION.

DRIVEN BY INNOVATION.

"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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