

A True Leader in the Market

Leroy și Asociații is a full-service firm, based in Bucharest, Romania. They have become one of the 'go to' firms across several practice areas. As the exclusive winner of the Leading Adviser of the Year – Romania accolade, within the Leading Adviser 2017 Awards, we took the opportunity to interview Bruno Leroy to learn more about the firm's renowned expertise within the legal sector.

With almost 20 years of experience on the market, Leroy și Asociații is one of Romania's leading and fastest growing independent firms of its kind. It emerged from the former French law firm Gide's Bucharest team, originally established in Romania during 1998. Bruno Leroy introduces the firm's work and shares with us how it feels to win the Leading Adviser of the Year - Romania accolade.

"We are a full-service firm. We have become one of the 'go to' firms across several practice areas, as has been demonstrated through our involvement in some of the largest national and multi-jurisdictional deals and projects, focusing on both high value transactions and day to day legal advice."

"We are extremely excited to be named Leading Adviser of the Year – Romania. This we believe is a recognition of the exceptional talent of our people, and the pure hard work and dedication that our team has put into all projects and client files handled over the past twelve months. During the past year, we have been involved in some of the most important investments and transactions in the Romanian market (namely the first successful IPO of a private firm in the medical sector and a series of acquisitions in the IT, FMCG and the industrial sectors)."

"This award confirms our position as a leader in the field of business law, and we believe that it will help us to further cement Leroy și Asociații as the 'go to' firm - for companies seeking best in class legal advice in Romania. We will continue to promote talent and innovation in a dynamic and diverse environment, where great ideas are both welcome and encouraged. This we believe transforms into excellent results for our clients."

Bruno then tells us about his own role as an adviser and more about the firm's specific areas of expertise and what they can offer potential clients.

"As the founding partner of Leroy și Asociații I specialise in corporate, M&A as well as competition, distribution and consumer law. As for my own role in the firm, I prefer to let my achievements and work speak on my behalf. I am very proud of our team and our achievements and I look forward to us growing together, as individuals and as a firm."

"During almost two decades of providing high level legal advice and critical support to our broad portfolio of clients, we have gained national and international recognition for our role in some of the most significant investments and transactions in Romania. We provide our multinational, SME, international institution and local clients with the full range of services to meet their specific legal needs and, to facilitate smooth interaction with the Romanian authorities and other stakeholders."

Bruno then reveals more about people, in terms of both the firm's client base and his own staff.

"Our clients range from multinationals, SME's, international institutions and local companies. We have a diversified customer base that continues to grow. As I have mentioned before, we let our work speak for itself and thus, we have gained much recognition as well as new clients through word of mouth."

"Leroy și Asociații is structured into different teams, which specialise in the main areas of business law: corporate M&A, banking & finance, competition, distribution & consumer law, real estate, energy & natural resources, projects & infrastructure, intellectual property & data protection, employment, dispute resolution and insurance & aviation."

"We believe in growing talent from within and investing in our people. As a result of the firm's continuous growth, we have started 2017 with the announcement of two new partners, Cristina Togan and Eleonora Udriou – both highly recognised lawyers with extensive experience in banking & finance, real estate, commercial, energy and competition law. Both Cristina and Eleonora have been part of the team for more than 10 years, so we take great pride in them and the quality of work they produce. They are partners that I would describe as both true professionals and leaders."

"On the other end, we continue to recruit junior lawyers, young professionals who develop and grow under our constant care and mentoring."

In closing, Bruno is eager to share the firm's plans for 2017 and the exciting opportunities coming up for them.



"Our main objective is to continue to offer high quality legal advice to our clients, as we assist them in successful transactions and to offer a full range of legal services, that meet their specific needs."

"The Romanian business landscape is becoming increasingly dynamic and this is driving growth in compelling investment opportunities across various sectors. We are seeing a definite rise in highly sophisticated transactions taking place in the market and we are confident that the firm will continue to play an integral role in the most significant deals and investments in the country, supported by our fast-growing reputation as a leader in the market."