



# DLA Piper Israel Group 2023 year in review



# Welcome

As 2024 begins, Israel remains at war, and our hearts continue to be with those defending our country and those experiencing unfathomable loss. That said, we felt this past year was worth celebrating: Our practice saw tremendous growth, the addition of critical new staff, and unprecedented levels of corporate social responsibility. Through these challenging times, we remain fully committed to our mission of assisting Israeli businesses in their global expansion and facilitating foreign business interests in Israel.

We want to take this opportunity to once again thank DLA Piper, as well as so many colleagues around the world, for their unwavering and vocal support of our practice and of Israel during these difficult times. It is not taken for granted and is so appreciated.

We pray for peace and brighter days ahead. We hope you enjoy our recap of 2023.

*Jeremy Lustman*



**Jeremy Lustman**  
Partner,  
Head of DLA Piper  
Israel Group



370+

Clients

90+

New clients

290+

New matters

62

Countries

30%

of all Israeli unicorns  
are clients

34

Articles in the press

+15%

New LinkedIn followers

2,964

Total LinkedIn followers

## IN OUR PRACTICE

# Professional events

In February, we co-hosted and/or co-sponsored a series of exciting events:

- [Internal Partners Update](#) with Israeli law firm FWMK Law Offices, featuring DLA Piper partner Leo Batalov (Global Co-Head, Emerging Growth and Venture Capital, Dubai). Leo provided an overview of the UAE market, with an emphasis on the investment scene and changes in local law.



Axis Tel Aviv

- [Axis Innovation Tel Aviv](#), which took place at the Peres Center for Peace and Innovation. [Jeremy Lustman](#) moderated a panel on Smart Mobility/Smart Cities, which included investors from Canada, France, Germany, Israel, Spain, Bulgaria, and the US. At the end of the discussion, four startups had the opportunity to pitch their products to the panel, and one was chosen to receive a complementary initial consultation with a legal professional from the DLA Piper office of their choice. Leo Batalov, Noam Goodman (Toronto), and Jeff Lehrer (Chair, Emerging Growth and Venture Capital, Reston and Washington, DC) joined us at the event.
- [OurCrowd Global Investor Summit](#), which took place in Jerusalem for the first time since the outbreak of COVID-19. In addition to sponsoring a charging tower in the Gulf/MENA area, we hosted an Open Mic session, during which 34 companies from different countries pitched their startups. Members of the DLA Piper Israel team were joined by DLA Piper partners Noam Goodman and Jeff Lehrer.
- [Global M&A event, "How to Get to the Finish Line in 2023,"](#) with Israeli law firm Herzog and the Association of Corporate Counsel (ACC) Israel. We were joined by DLA Piper partners Christopher Giordano (Chair, New York Corporate and US Mergers and Acquisitions, New York), Will Seivewright (Head, Middle East Corporate, Dubai), Nils Krause (Head of Corporate and Mergers and Acquisitions, Hamburg), Alexander (Sasha) Kolmakov (London), and Richard Hughes (Dubai). There were over 100 attendees at the event, which focused on global M&A trends, the state of M&A, M&A perspectives from around the world, and deal financing in the then-down market.





Digital transformation event with Meitar Law Offices

In March, we co-hosted a digital transformation event, “[How AI Will Change the World](#),” with Israeli law firm Meitar. Over 150 participants learned from professionals about the key legal and regulatory risks to navigate in 2023, including legal issues relevant to ChatGPT. DLA Piper partners Anthony Day (Global Co-Chair, Technology and Sourcing, London) and Jonathan Rofé (Paris) provided insight on how to commercialize and scale AI solutions.

In May, we hosted our [Eighth Israel Real Estate Summit](#), a half-day event that brought together major Israeli institutions active in the global real estate markets, leading real estate professionals from around the world, and DLA Piper partners from the profiled regions. The Summit provided an opportunity for insightful discussion on the key trends and issues driving change, creating opportunities for growth, challenging market participants, and shaping the future of real estate. Over 150 people spent the day at the Carlton Tel Aviv Hotel, networking and deepening their understanding of the Israeli and global real estate markets. We were joined at the Summit by DLA Piper partners Rick Chesley (Managing Partner of the Americas, Co-US Managing Partner, Chicago), Fabian Muhlen (Germany), Jay Epstien (Washington, DC), Shari Helft Lennon (Chicago), Paul Jayson (Head of UK Real Estate Sector, London), and William Naunton (International Group Head Real Estate, London).

In August, we co-sponsored the FemForward MENA [gala closing event](#) that welcomed the first cohort of Israeli and Moroccan women participating in the program to Jerusalem. FemForward MENA aims to advance women in high-tech in the Middle East and North Africa to management positions. [Naomi Maryles](#) (Managing Director, DLA Piper Israel Group) spoke to participants about how careers can take many turns, but that the negotiation and management insight they are gaining through the program are valuable no matter how far up the management ladder they eventually climb.

In September, DLA Piper’s New York office hosted a [conference showcasing Israeli startups with digital innovation for Women’s Health](#). Eight Israeli startups participated in the conference as part of a roadshow in the Boston and New York areas, where the companies were introduced to dedicated players in the local ecosystems who support the development and deployment of health innovation. We were pleased to collaborate with the Israel Economic Mission to the Eastern US, Israel Export Institute, and New York-Israel Chamber of Commerce on this event.



Eighth Israel Real Estate Summit

Also that month, we co-sponsored the American State Office Association’s (AOSA) [US-Israel Business Summit 2023](#) in Tel Aviv, organized by the California Israel Chamber of Commerce (CICC). Titled “Go-to-Market USA: Smart ways to grow your business,” the Summit delivered information for Israeli entrepreneurs on how to start and sustain a successful business in the US. Jeremy Lustman spoke on a panel with Chezi Yehezkeili (Partner, Shibolet & Co.), moderated by David Yaari (Chairman, A.B. Yaari Holdings Ltd.), on the topic of legal and regulatory considerations, as well as insights for US operations.

In November, as part of an [internal DLA Piper webinar](#) attended by nearly 800 colleagues, Jeremy Lustman shared his personal story of living in Israel during the current war and his perspectives on the rise of virulent antisemitism across the world. While acknowledging that this is a grim time in Israel and for global Jewry, Jeremy shared his hope for a future of broader Middle East peace and his confidence in an imminent return to business and economic partnership across the region. Other speakers included partners Ilana Eisenstein (Litigation Practice Group Leader, Philadelphia), Josh Kaye (US Healthcare Sector Chair, Miami), and former partner Evan Parness (New York), who shared their own stories – both painful and uplifting – and perspectives on living through these challenging times for Jews in the US. The webinar was thoughtfully and sensitively moderated by Rick Chesley.



# Partner and client events

To kick off the new year, we gathered with clients, colleagues, and friends for a dinner with veteran journalists and analysts Maayan Hoffman (Deputy CEO, Strategy & Innovation, *The Jerusalem Post*) and Gil Hoffman (Executive Director and Executive Editor, *HonestReporting*). Over a 15-course meal at Chef Nir Zook's historical Jaffa home, Maayan and Gil reflected on 2022 and provided insights on the likely impacts of the war in Ukraine, Iranian nuclear development, political instability in the US, and other world events on Israel's security, economy, diplomacy, and politics in 2023.

In March, we hosted an intimate dinner for female clients and friends at Sushi Basel in Tel Aviv in celebration of International Women's Day. Over dinner, we discussed the importance of mentorship for women in business, the value of improving one's management skills, and being open to unexpected career paths. It was an incredible opportunity for both early career and more experienced professional women to learn from and support each other.

In May, we co-hosted a lunch for leading women in the Israeli real estate sector alongside BentallGreenOak (BGO), a global real estate investment company, ahead of our Israel Real Estate Summit. Participants included top investment managers from various pension funds and key speakers from the Summit. After Jonathan Ross (Managing Director, BGO; Head of BGO Insurance Solutions and Head of Israel Coverage, Capital Raising) and Jeremy Lustman each offered introductory remarks, Abbe Franchot Borok (Managing Director and Head of US Debt, BGO) presented on real estate debt capital markets in the US, current advantages of being a lender, and evolving opportunities for investors in the market.

We also hosted an appreciation dinner at Darya in Tel Aviv for DLA Piper colleagues from around the world and noted presenters ahead of our Israel Real Estate Summit to thank them for their meaningful participation in the event.

In May, we volunteered at nonprofit Leket Israel along with client Michael Oberlander (General Counsel, Freightos) in honor of the holiday of Shavuot. Leket Israel delivers nutritious surplus food to individuals in need across Israel. Over the course of three hours, our team sorted and crated 2,075 kilograms (about 4,575 pounds) of cucumbers!



Top: International Women's Day dinner

Second from top: Appreciation dinner for presenters and colleagues ahead of Israel Real Estate Summit

Above: Volunteering at Leket Israel with client Michael Oberlander (Freightos)

Left: Lunch for leading women in the Israeli real estate sector



## Summer interns

For the third straight year, we had the privilege of hosting two college interns: [Eliza Mann](#) (University of Pennsylvania) through the TAMID Group Fellowship and [Miriam Edery](#) (Yeshiva University Sy Sims School of Business) who was part of the Yeshiva University Israel summer internship program (YUISIP). Both interns assisted with business development and marketing initiatives, and we were grateful to have them on our team.

In July, we co-hosted a [YUISIP cohort meeting](#) along with local law firm Arnon, Tadmor-Levy. Naomi Maryles and Simon Weintraub (Partner, Arnon, Tadmor-Levy) shared their stories of moving to Israel and building successful professional and personal lives here. The interns asked insightful questions about career options in Israel, local work culture, and the art of navigating life within the country.

We also co-sponsored a [wine tasting event](#) at Lool Ventures for parents of TAMID Fellowship interns. Participants heard from TAMID Fellowship Director Mike Schnall and Jacob Ner-David (Board Member and Internship Host Company Executive, TAMID Group) about the impact of the internship on students and companies alike. Jacob, a wine entrepreneur and investor, then led a discussion on the Israeli wine industry.



Top: Summer interns visit our PR agency with the marketing team  
Bottom: Cooling off with our interns on a hot summer day

## Rankings

We are thrilled to be [recognized for the first time by Chambers and Partners](#) as a Band 1 leading firm in Corporate/M&A: International Firms in Israel. Jeremy Lustman was also recognized as a Band 2 leading lawyer in Corporate/M&A: International Firms in Israel.

We are similarly honored to be recognized again as a top-ranking firm by [Legally Israel 100 - IsraelDesks League Tables](#). The only law firm to be featured in each of the tables, DLA Piper took another quadruple crown this year, being ranked first place in M&A (volume), tax, intellectual property, and high-tech. We additionally moved up in ranking in M&A (value), litigation, and capital markets. Jeremy Lustman was additionally recognized as a Leading Individual – the ranking’s top title.

## Growth of our practice

During the summer, we were pleased to welcome three new full-time employees to DLA Piper Israel:

[Yehudah Gordon](#) (Director, Israel Group), originally from New York, joined Jeremy Lustman and Naomi Maryles in their work facilitating new client generation through intelligence gathering and networking, overseeing and managing ongoing client matters and projects, and generating new business opportunities for DLA Piper colleagues around the world. Yehudah came to us from an international law firm, where he was a partner in their White Collar Defense and Investigations group. Prior to that, he was a commercial litigation associate at a US law firm, as well as a law clerk in the US District Court for the District of New Jersey and the New Jersey Superior Court.

[Maya \(Zar\) Biasi-Gelb](#) (Marketing Associate), also originally from New York and who first joined us as a marketing intern in November 2022, became a full-time member of the team upon her graduation from Reichman University with a degree in Communications and Marketing.

[Ilona David](#) (Billing Assistant), originally from Finland, came to us with over 15 years of experience in financial operations and billing. Her integration has greatly benefited both our clients and our practice.

We are very excited about our new colleagues and are proud of our steadily expanding team.



IN THE COMMUNITY

## DLA Piper Charity Basketball Tournament

In September, we hosted the [second DLA Piper Charity Basketball Tournament](#) in support of United Hatzalah of Israel. United Hatzalah is the largest independent, nonprofit, volunteer, and free emergency services organization in Israel. Along with ten of Israel's top law firms, we raised NIS150,000 (approximately US\$40,000) to purchase an inter-city ambulance to save lives across Israel, as well as to help support United Hatzalah's immediate campaign for the critical situation in Morocco following a devastating earthquake. The participating firms included Arnon, Tadmor-Levy; Barnea & Co.; Goldfarb Seligman Gross; Gornitzky & Co.; H-F & Co.; Naschitz, Brandes Amir Co.; Fischer (FBC & Co.); FWMK Law Offices; S. Horowitz & Co; and Shibolet. Watch the exciting highlight video [here](#).

In honor and appreciation of the 10 Israeli law firms who participated in the Tournament, we have committed to [contribute US\\$10 every day for the next year](#) to Daily Giving, an organization that enables individuals and companies to easily give daily charity, which is then dispersed to Jewish nonprofit organizations across the world.



DLA Piper Charity Basketball Tournament with Eli Beer (United Hatzalah of Israel Founder and President) and Tamir Goodman (basketball star and entrepreneur)





# Holiday contributions to charitable organizations

We co-sponsored a Purim party with Simcha Layeled at the Hadassah Mother and Child Center in Ein Kerem, with arts and crafts, fun treats, live music, and gifts for all the children. Simcha Layeled is dedicated to improving the quality of life for disabled and seriously ill children in hospitals and rehab centers throughout Israel.

In honor of Passover, we donated to Yad Eliezer, a poverty relief agency in Israel, in support of their holiday campaign. The agency distributed supermarket gift cards to thousands of impoverished individuals across Israel, enabling them to purchase what they needed to make their Passover a joyous one.

In commemoration of Yom Hazikaron, Israel's Memorial Day, we donated to the IDF Widows and Orphans Organization (IDFWO), a nonprofit organization that supports families who have lost their loved ones in the Israeli Defense Forces. IDFWO provides bereaved families with welfare and social programs as they cope with their loss.

In honor of Shavuot, we donated to Leket Israel, an organization that collects nutritious surplus food from farmers and other places around Israel and delivers it to those in need.

For Rosh Hashana, we made a donation to Meir Panim, an organization that feeds the hungry, supports teens at risk, and uplifts Holocaust survivors, for their holiday packages. Filled with traditional holiday foods, packages were delivered to thousands of families in need, helping them enjoy the holiday festivities.



Finally, in celebration of Chanukah, we teamed up with nine Israeli charities – corresponding to the eight candles on the menorah plus the “shamash,” the ninth candle used to light all the other candles (and a bonus because we couldn't choose!) We made donations, gave out sufganiyot/jelly donuts, threw parties, and treated soldiers and emergency responders, all to help bring some joy during difficult times. The organizations included:

- The Benji Hillman Foundation – Habayit shel Benji, which handed out sufganiyot to over 100 lone IDF combat soldiers who live in their facility in Ra'anana
- Chabad of Talbiya in Jerusalem, which ran a Chanukah party for children ages 5-13 from displaced families from the south of Israel
- Leket Israel, to help thousands of needy families have nutritious food for the holiday
- Meir Panim, where we gave out sufganiyot at their soup kitchen in Jerusalem
- Samantha's on the Go, a nonprofit traveling coffee cart, which served coffee and treats to soldiers at a base in central Israel







- Save a Child's Heart, an Israeli humanitarian organization that saves the lives of critically ill children suffering from heart disease in countries where access to pediatric heart care is limited or non-existent, where we presented backpacks with gifts to some of the children before they headed back home
- Simcha Layeled, with a Chanukah party at Hadassah Ein Kerem's Mother and Child Center
- Smiles for the Kids, an organization that brings joy to soldiers, their families, and displaced families, with a Chanukah party for displaced families from the north and south currently living at a hotel in Netanya
- StandwithUs, an organization that educates people around the world about Israel, for standing up to misinformation and hate; fighting antisemitism; and empowering a global network of activists
- Zaka International Rescue and Recovery, which has been engaged in the painful and holy work of identifying bodies of those massacred and preparing them for burial, for necessary supplies

# Event sponsorships

Laughter is the best medicine: In January, May, and October, we once again co-sponsored the semi-annual Comedy for Koby show in support of The Koby Mandell Foundation, an organization that helps bereaved parents, widows, orphans, and siblings who have lost loved ones to terror rebuild their lives.

In February, we co-sponsored a concert featuring Ishay Ribo and Rav Shlomo Katz in Jerusalem to benefit Yad L'Olim, an organization that provides English-speaking Israeli immigrants from all around the world with the support they need to navigate and acclimate to life in Israel through personal assistance, educational programs, and government advocacy.

We also co-sponsored a Super Bowl party for lone soldiers from the Lone Soldier Center in memory of Michael Levin at Crave Gourmet Street Food restaurant in Jerusalem. The Lone Soldier Center assists lone soldiers before, during, and after their army service.

In March, we sponsored two charitable events:

- Teams running in the Jerusalem Marathon. We sponsored runners representing Kav L'Noar, a mental health organization that motivates youth-at-risk to become productive and responsible young adults and helps implement a holistic family-system model to promote positive change; Koach Eitan, which educates and raises awareness about stroke and aphasia; and United Hatzalah of Israel.
- A two-day charity bike ride to benefit Geerz, a therapeutic organization that transforms the lives of hundreds of Israeli kids through the magic of mountain biking. Jeremy Lustman rode for the third year in a row

In July, we once again co-sponsored and participated in the US Embassy's Independence Day celebrations in Jerusalem. Hosted by Ambassador Thomas R. Nides, the celebration included both US and Israeli government speakers, performances by numerous artists, and lots of fun American-style food.



Top: Geerz charity bike ride

Bottom: US Embassy's Fourth of July celebration



# War support

In the wake of the Hamas massacre of October 7 and the ongoing war, we devoted significant time and resources throughout Q4 to supporting various war efforts through volunteering and charitable donations.

During the first few weeks of the conflict, we volunteered at Leket Israel, Pantry Packers by Colel Chabad – which provides nutritional support to Israel's neediest families – and United Hatzalah of Israel, packing fruits and vegetables, dry goods, and medical supplies, respectively. Through Smiles for the Kids, we also donated custom printed laundry bags with names and numbers of families from a displaced community from the south of Israel, whose clothes were washed by volunteers across Jerusalem, and custom printed water bottles for 190 children from that community who started temporary school in Jerusalem without any supplies.

In November, we threw Golda ice cream parties for nearly 600 Air Force personnel at a local base and 200 patients, families, and staff in the rehab ward of Ichilov-Sourasky Medical Center. We also co-sponsored a party with arts and crafts, ice cream, popcorn, cotton candy, music, and more for a community in central Israel where most families had husbands/fathers serving in the war.

Later that month, we were privileged to have Gregory Zuckerman (Investigative Reporter, *The Wall Street Journal*), client Laurie Bennett (General Counsel, Amadeus Hospitality), and some of our family members join our team to volunteer at the logistics center of United Hatzalah of Israel. Together, we packed 60 emergency medical backpacks for United Hatzalah first responders. During lunch afterward, Greg spoke to us about his career as a journalist and shared his insider perspective on the media's approach to Israel in general and the events and



aftermath of October 7 in particular.

We ended November by organizing and hosting a solidarity mission to Israel with three of our DLA Piper US partners: Andrew Cooper (Washington, DC), Imri Eisner (New York), and Yoni Tuchman (Los Angeles). Throughout the week, we:

- Sponsored and participated in a pizza- and dessert-making workshop for disabled children from 100 families displaced from northern and southern Israel who come to the Shalva National Center, the Israel Association for the Care and Inclusion of Persons with Disabilities, every day for activities
- Cleaned and repaired wheelchairs and walkers at the Jerusalem branch of Yad Sarah, an organization that lends medical equipment and provides medical support to those in need
- Prepared meals for soldiers at two army bases with Grilling for IDF, a nonprofit that feeds thousands of soldiers every year with barbecues on IDF bases
- Joined hundreds of volunteers at Aroma Espresso Bar in Beit Shemesh, where 10,000 sandwiches are made every day for soldiers
- Assembled 200 first aid response kits at United Hatzalah of Israel's logistics center
- Volunteered at Pantry Packers by Colel Chabad, where we added 234 packages of orange peas to that day's distribution of nutritious food to Israel's neediest families
- Partnered with Smiles for the Kids to make and package healthy food for over 120 soldiers

We also spent time hearing from people more closely involved in the war, including visiting the army base responsible for processing and burying the fallen; learning from *The Jerusalem Post's* Intelligence, Terrorism, and Legal Analyst Yonah Jeremy Bob; and hearing first-hand accounts of October 7 from Jeremy Lustman's cousins – Yaron and Jacqui Vital – whose daughter, Adi Vital-Kaploun, was brutally murdered in Kibbutz Holit that terrible day, leaving behind her husband and two young sons. Watch a highlight video of this powerful and meaningful week here.



Above: Solidarity mission: Volunteering at Shalva

Top right: Volunteering at the United Hatzalah logistics center with client Laurie Bennet and journalist Greg Zuckerman



# Our team



Milk & Honey Distillery. (L-R) Avi Turkel (IT), Zisse Mueller (Marketing), Michelle Gabay (Billing), Yael Bailey (Marketing), Jeremy Lustman (Partner), Debbie Kandel (Marketing), Debbie Maimon (Admin), Naomi Maryles (Managing Director), Maya (Zar) Biasi-Gelb (Marketing), Tali Davidson (Business Development)

To celebrate a very busy and successful 2022, we took some time in the first week of January to do something fun as a team – or, rather, as two teams! We participated in a [culinary competition at Food Games in Tel Aviv](#), where we had a blast cooking together and discovering our hidden talents.

In March, we celebrated the marriage of our Marketing Associate, Maya (Zar) Biasi-Gelb. Several of us attended her wedding, and we [hosted a traditional sheva brachot](#) – or “seven blessings” – dinner for the young couple, their families, and our team and significant others at West Side restaurant in Tel Aviv.

In May, we took [some time to unwind together](#) after the Israel Real Estate Summit. We started in South Tel Aviv with a fascinating tour and whiskey tasting at Milk & Honey, Israel's first distillery. Next, we moved to the coast for an exceptional dining experience at the home of Chef Nir Zook in Old Jaffa. In addition to celebrating a job well done on the Summit, we celebrated Jeremy Lustman's 50th birthday, which included a surprise video presentation offering birthday wishes from the team, several clients, and Jeremy's family members.

In June, our team volunteered at Otot Israel, an organization that supports teens and young adults at risk across Israel. [We spent the morning painting](#) an apartment on the Mount Scopus Campus of Hebrew University that is used as housing for program participants as they take their next steps toward independence.

In September, during our [last team meeting of the Jewish calendar year](#), we took some time to acknowledge and appreciate each other and the hard work that went into a successful year.

In December, we volunteered along with other legal professionals at a [baking workshop](#) organized by our team member [Debbie Kandel](#), with the desserts and challahs baked being delivered to families of soldiers for Shabbat.

On December 25, we took advantage of the quiet end-of-year period to [celebrate our team and our collective achievements of 2023](#). We enjoyed a creative Asian-inspired lunch at our office made by Chef Yehuda Jacobs (keeping with the Jewish American tradition to eat Chinese food on Christmas), laughed hard at a Kahoot quiz about the team, and shared our professional goals for 2024. It was a wonderful and uplifting way to end the year.

Top: Solidarity mission: Grilling for IDF at Anatot Army Base

Second from top Solidarity mission: Smiles for the Kids

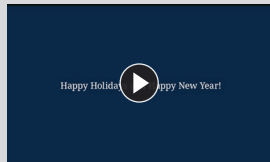
Third from top: Solidarity mission: Pantry Packers

Bottom: Treating Air Force personnel to an ice cream party at the Kirya, the IDF's Headquarters



# Lawyers have fun, too!

See our team's videos featuring highlights from 2023.



HAPPY NEW YEAR 2023



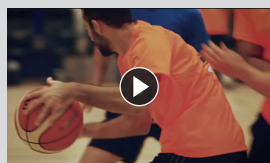
EIGHTH ISRAEL  
REAL ESTATE SUMMIT



NATIONAL INTERNS DAY



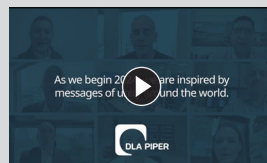
HAPPY ROSH HASHANA  
FROM DLA PIPER AT  
LANDMARKS AROUND  
THE WORLD



DLA PIPER CHARITY  
BASKETBALL TOURNAMENT



NOVEMBER SOLIDARITY  
MISSION



HAPPY NEW YEAR 2024

## Learn more about our practice

For more general information about the Israel Group, click [here](#).

To gain more perspective on our trusted advisor practice, the types of day-to-day guidance we provide, and our representative client list, click [here](#). To view our promotional video, click [here](#).

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