EUROPEANCEO

DECEMBER - JANUARY 2009

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Fleet Street

With a wealth of awards and growing global sales, Paolo Bossi says Hyundai can no longer be underestimated

PLUS...

International Crisis Report
Executive Education
Young Entrepreneurs
Business Leaders of the Year



ISSN 1755-2206

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Tradition and innovation can be a tricky professional combination to pull off.

But Italian boutique legal operator Studio Legale Irti knows this approach is no marketing gimmick. It's what keeps this Rome-based legal company at the top of their game, especially at a time when financial conditions are tough

Made in Italy

usiness confidence is falling and liquidity is tight. Shockingly tight for many. But the Italian lawyers from Studio Legale Irti (SLI) know all about the pressures business faces in such a climate, regardless of the sector. Over the years, under the guide of the company founder Professor Natalino Irti, they have consistently demonstrated their prowess as first-class litigators. SLI's combined experience is broad - from civil, commercial and administrative law to the telecommunications, real estate, banking and insurance branches. "Our clients' satisfaction is proven in many ways," say Nicola and Alfredo Irti. "Often happens that clients, having entrusted their most important controversy to us, subsequently ask the firm to assist them in their whole litigation. Less frequent, but even more gratifying is when our counterparts, once their controversies with our clients are over, decide to entrust their further litigation. transaction or consulting to the firm."

It's an impressive testimony to this boutique legal company, that increasingly punches beyond its modest size, as a long list of successful litigation cases prove.

When we ask Nicola Irti which of all the recent cases is he most proud of, he just says that "it would be difficult to mention a single case to be proud of among the many handled by the law firm during last year". It's notorious, by the way, that SLI recently handled a very important controversy between Autostrade per l'Italia and A.N.A.S – related to the merge with Abertis – and that it was entrusted by the Holy See with a remarkable assignment concerning some of the properties of the State of the City of the Vatican. Not to mention a series of considerable arbitrations, as the one

between HG3 and Ericsson, concerning the realisation of 3's UMTS telecommunication network on the Italian territory, and others, between Telecom and Fastweb, or Vodafone and Wind, related to mobile telephone services.

The SLI difference

The main difference between SLI and its competitors in Italy is the modest size of the company. By deliberately containing its size, SLI enables its lawyers to have a breadth and depth of specialisation other law firms would struggle to supply, as well as giving them the chance to embed themselves deep inside the fabric of the business. "This way our younger attorneys are granted the possibility to keep themselves in constant touch with the most skilled and expert professionals, and to learn from them while assisting their daily tasks," says Alfredo Irti. "The resulting homogeneity of our work, at any level, makes us able to handle any matter in a very close and direct way, supporting each of our clients' needs. Essentially, that's what makes us a 'boutique law firm', where tradition and innovation work together to grant a high quality of the professional services offered." Of course, it also offers a more personal touch for clients.

Certainly there is no shortage of work for the Rome-based company. Despite the

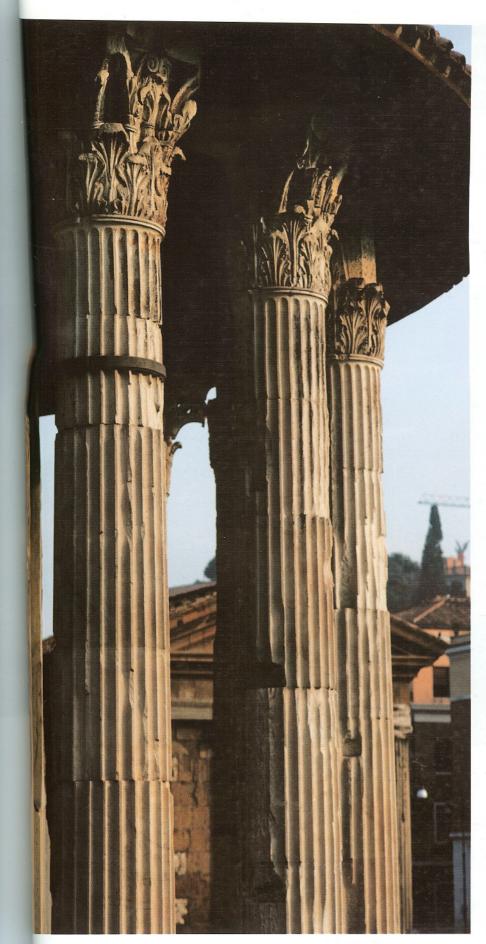
rough economic conditions, SLI continues to handle much corporate governance, finance and banking assignments, not to mention insurance and reinsurance related ones. "Actually," say Nicola and Alfredo Irti, "we predict an important increase, in the immediate future, of all kinds of litigation related to the professional liability of banks, officers, directors and revisors, which will unavoidably involve insurers and reinsurers too." The use of new breeds of financial and insurance instruments, as demonstrated by the recent global financial turmoil, could represent a big concern for many business companies, and that's an issue the law firm is handling head-on.

Why choose SLI?

One major reason has to be SLI's particularly high success rate. "We assume that our clients essentially consider the very high winning percentage of the controversies handled by the law firm, and our promptness of answer in the consulting," say Nicola and Alfredo Irti. "We feel to have a competitive edge also in the negotiation of transactions, which enables us to offer to our clients a wide range of alternative solutions to their issues."

Emanuela Macconi, consultant of Studio Bolton & Associati Srl (representing some Underwriters at Lloyd's of London, insurer





of all Italian notaries), says that one of the reasons for choosing SLI was their great experience as litigators, with a network of lawyers spread all over Italy, combined with their skill in insurance law. "Furthermore, the lawyers at SLI are always available to work in team with us when asked to. Many of the cases they followed were successful, and the reasons for this success is their constant professional updating process on the notary public activity and relevant issues, areas which were constantly changing."

Fabio M. Missori, General Counsel for 3Italia SpA agrees SLI's work is costeffective and thorough. "We have entrusted SLI with various contentious and noncontentious matters in recent years; all were managed successfully. SLI proved their renowned and profound knowledge of legal issues submitted for analysis with energy and timeliness. Their utmost knowledge of the Italian legal culture and of prevailing interpretation of legal principles is highly valued by us, as well as their capacity to assess, in a timely manner, if a case is worth being litigated, or whether an amicable solution is advised in the overall interest of the company."

Best Dispute Resolution Firm of the Year award, Italy

The combination of broad legal advice and support relys on the guiding hand of SLI's Professor Natalino Irti, considered to be possibly the greatest attorney, professor and interpreter of the law ever operating in Italy. The award obtained by the law firm as the Best Dispute Resolution Team of the Year, Italy award, is precisely due to the excellence of the professional performances granted in any kind of litigation, thanks also to its consolidated teamwork. This is the reason why some of the most important cases of the recent decades were entrusted to Irti law firm, and why some of the most known business companies operating in Italy use to choose the firm as their arbitrator in the most valuable and considerable controversies.

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