



Bucharest, 1 February 2011. Biriş Goran was involved in the largest transaction on the Romanian advertising market - Publicis Groupe's acquisition of Publicis Romania, Focus Advertising and Publicis Events

Due to its substantial professional expertise and in-depth knowledge of the Romanian market, law firm Biriş Goran was chosen by the Publicis Groupe to assist with the acquisition of Publicis Romania, Focus Advertising and Publicis Events.

"We are extremely delighted and honored by our client's confidence in our ability to assist and finalize the largest transaction on the Romanian advertising market. Moreover, the Publicis Groupe's acquisition of the three local companies has been a complex overall transaction involving various areas of the law, amongst them corporate/M&A and intellectual property", states Daniel Vişoiu, Partner with Biriş Goran and the head of the Publicis Groupe project team.

After negotiations which lasted for approximately two years, the first phase of the Publicis Groupe project was successfully closed – specifically the integration of the three local Publicis partners – Publicis Romania, Focus Advertising and Publicis Events. Publicis Groupe's expansion into Romania will continue in 2011 and will be managed by the same team of five Biriş Goran lawyers.

"Our involvement in the landmark Romanian advertising market transaction in 2010 has reconfirmed our firm's extensive professional expertise, our flexibility and dedication to ensuring the highest of professional standards", added Daniel Vişoiu, Partner with Biriş Goran.

Biriş Goran was launched in 2006. Since then, the firm has quickly established itself as counsel of choice for heavyweight international investors and local entrepreneurs alike. [Chambers Europe](#), [PLC Which Lawyer](#) and [Legal 500](#) have all listed it as having top practices in various areas such as Tax, Real Estate, Corporate/M&A and Competition. In December 2010 Biriş Goran was also recognized as the best real estate law firm, winning the award given by the prestigious Construction & Investment Journal.

Publicis Groupe is the world's third largest communications group. With activities spanning 104 countries on five continents, Publicis Groupe offers local and international clients a complete range of advertising services through its global advertising networks.