

PRESS RELEASE

Bucharest, 21 February 2018 – Biriş Goran SPARL and Connect PRO announce the launch of a strategic integrated partnership.

Biriş Goran, ranked as one of the leading Romanian law firms, along with Connect PRO, a new management consulting company, announce the establishment of a strategic partnership. The partnership is aimed to provide integrated advice for companies wishing to join the process of compliance with the new European requirements regarding personal data protection. Through the integrated advice, both attorneys-at law and specialists in technology, as well as experts in HR, marketing and sales, performance management and corporate affairs, shall contribute in the assessment and 3D consulting of the clients' businesses.

"In their current form, the new requirements regarding personal data protection have multiple implications on the manner in which we will do business after 25 May 2018. GDPR compliance means more than a few adjustments in the internal policies and procedures or the purchase of a new type of encrypting software. It takes much more than that and should be treated with the same management tools as the other corporate matters" – states Gelu Goran, Partner with Biriş Goran SPARL.

*"The compliance with GDPR requirements shall place managers and business owners in front of multiple, complex and important decisions. The integrated advice on personal data protection is the complex answer that we propose for this complicated issue. To this we add the awareness that all functions of a business should cooperate, being exposed and responsible in this respect. It is no longer just the problem of the legal department or of the external counsel of the company, it is the problem of the entire company as a whole working in unison and it needs to be treated likewise", believes **Aurelia Dinu**, Managing Director of Connect PRO consulting company.*

Our partnership is based on mutual respect of the experience accumulated in business management and consulting. We want to offer quality, expertise and seriousness to our clients, as well as the guarantee of solid deliverables.

The law firm of **Biriş Goran** was launched in 2006. Since then, we have quickly established ourselves as top counsel for a portfolio of international and local clients alike. Chambers Europe and Legal 500 have listed Biriş Goran as leading lawyers for most practices within the firm: Tax, Real Estate, M&A, Competition/Antitrust, Commercial, Labor, IP and IT&C.

Connect PRO, an integrated management consulting company, was established in 2018 in order to meet the requirements of an increasingly advanced business environment. The company includes experienced experts in governmental relations, media relations, performance management, crisis communication, HR, IT&C, marketing, branding and advertising. It advises leaders that want to bring their business to the next level or those that simply wish to start a new business.