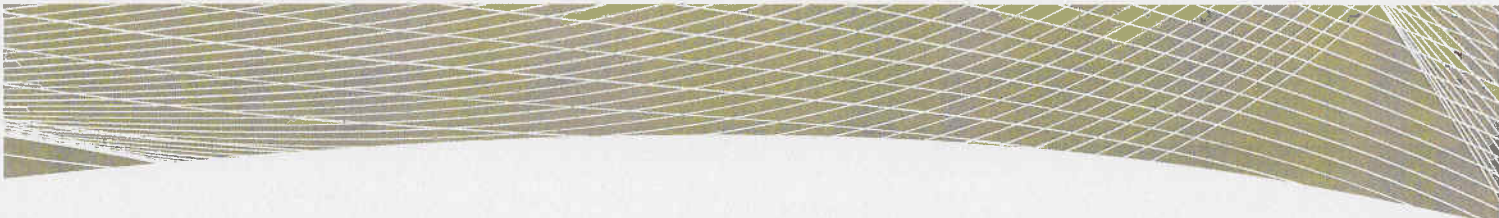


GENESIS: sights set on sustainable development

Formed on 2 July 2007 by a team of former Huglo Lepage partners, the firm is celebrating its first birthday. With a very healthy first balance sheet, Genesis can safely boast its dual expertise in public law and business/corporate law, on both the advice and litigation sides. The firm has now taken on the task of creating an ambitious international network, which will enable it to offer a wider expertise to its clients outside 'the hexagon' of mainland France.



The practice is currently under the leadership of three partners: Marie-Yvonne Benjamin, Isabelle Cassin, and Philippe Feitussi. Their combined areas of expertise, along with those of all the firm's lawyers, put them in a position to offer clients a full service, whilst still cultivating two special areas: environment-related matters and complex cases requiring expertise in both public and private law.

Small in size, but big on ideas

The founders of Genesis each have over fifteen years' professional experience and now have ten other, mainly senior associates. Two seasoned 'consulting lawyers' have also recently joined the firm, Gérard Aubert, an expert in international organization design, and Edouard Lacroix, who brings valuable experience from the field, having been a high-flying civil servant. The practice may well recruit at least one new partner during the course of the year, and other new associates. However, the firm's aim remains the same: to be a small, people-centred organisation, which according to the partners means «fewer than forty people». Their focus is therefore on building up areas of expertise which complement each other and fostering good relationships, whilst still packing a punch for cases that need it. The firm's management are keen to ensure that every person involved at any level in a case is given responsibility. Everyone is fully aware of who the clients are and the particular nature of the case. By the same token, clients are perfectly clear about who their contact person is within the firm. The partners' assertion that «it is important for the firm to provide a tailor-made service» is a fair one. Genesis is also one of the first French practices to establish a so-

cial responsibility ethic. Beginning in 2008, the firm will be setting aside a portion of its profits each year to fund voluntary organizations or foundations of a charitable, environmental or social nature. The whole firm will be involved in choosing beneficiaries, as the initiative is also designed to give the firm's employees extra job satisfaction.

Public law & private law interwoven

Genesis is also original in the way it approaches its different sectors, and rejects the old-guard habit of separation. The firm is very keen on its notion of public-private balance, but also likes to keep a balance between advice and litigation. This means they will favour new recruits who have experience in both fields, which they consider to be

and this means that close attention to clients' needs is a priority.

Genesis Network: a new player on the international scene

Thanks to this original approach, Genesis is now a leader in its field. The firm has decided to take its influence and mobilisation capacity beyond the bounds of the 'hexagon' of France, by creating the GENESIS Network along with foreign firms. This best friends network already includes New York firm Dembitzer & Dembitzer LLP and BDDF Studio Legale Associato in Milan. A Brussels firm is due to join this rapidly-expanding network soon. The network is based first and foremost on expertise, but a people-friendly approach and good communication are also valued. It provides a means of working with

Our areas: environment-related matters and complex cases requiring expertise in both public and private law

complementary, rather than mutually exclusive. According to the partners, «the traditional separation between public and private law is a thing of the past». These entrepreneurs handle cases on a daily basis which combine issues relating to both branches. This is especially true of cases which raise matters relating to the environment, property, town planning, public procurement, mergers & acquisitions, private-public partnerships, etc. This does not mean that Genesis deals exclusively with cases which call on both these branches of the law. The firm seeks to bring creative and pragmatic solutions to all their fields of activity,

clients who increasingly need a full service which is not restricted by national boundaries.

«Law is becoming an increasingly complex field and more and more countries are involved at one time. Every case needs a different strategic approach, and our firm wants to provide the expertise and at the same time handle the international dimension, which is what clients are asking for». Genesis are therefore handling increasing numbers of cases with an international dimension. The entrepreneurial spirit of the partners and the firm's original approach are sure to win them an abundance of new associates and clients.