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**Avocati de Top / Finmedia**

**June 2007**

*Interview with Adrian-Cătălin Bulboacă, Managing Partner with Bulboaca & Asociații*

## **The formation of a "business lawyer" represents a real challenge for the Romanian companies**

***Bulboacă & Asociații SCA has been recently set-up, on 1 January 2007. Which are the most serious issues that a law office has to face when entering a market?***

From our experience, the set-up of a law office involves both the inherent problems related to the start of a business, and those specific for the legal advice activity. Thus, the identification of a valid business strategy represents the main element of a new activity and, in particular, of a law office. This is valid if we take into account that the activity is carried-out on a legal advice market characterized by several atypical and often unclear features.

On the other hand, there are also problems when identifying the fellow lawyers with an extensive experience in the legal field and having a western-like organizational culture. The European approach of the business law is totally different than the Romanian, traditional one. For example, the quality of the legal expertise is the main concern in Romania. The western companies always start from the idea that lawyers are remarkable in the legal field. Moreover, these companies focus especially on understanding the fact that legal expertise must be used in support of the client's business. A quality lawyer is identified in Romania by the expression "a good lawyer", which means "a lawyer who knows the law". In the West this one is identified by the expression "business lawyer", which means the lawyer who not only knows very well the law, but also enforces it in a helpful manner to its clients' interest. The formation and/or the identification of a "business lawyer" represent a real challenge for the Romanian companies. Fortunately for our law office, we have started the activity with a group of lawyers who had contact with the western working style for a while.

***Which are the clients you rely on? Do you intend to rapidly attract new clients? What actions did you take to this effect?***

Our clients' portfolio includes commercial banks, investments banks, multinational companies, corporations, investments funds.

Our target is, on one hand, to continue to develop our firm's activity by consolidating the professional collaboration with the clients which decided to ask for our services immediately after our implementation on the market, and, on the other hand, to attract new clients corresponding to the strategy we have adopted. We intend to show that a Romanian law office is able to offer professional advice services at international standards. The quality of the service is the best marketing instrument in the legal industry.

***To what extent the headquarters matter in relation to the image of a law office?***

We believe that it is essential to carry-out the activity in a representative headquarters. That is why we have also chosen to be present in a first class office building. From our point of view a representative headquarters is likely to show the clients the distinct commitment in providing high quality professional services which imply, besides a prestigious collaborators, also a quality infrastructure.

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### **Bulboacă & Asociații rely on the quality of the services**

Bulboacă & Asociații law office was set-up on 1 January 2007. It began its activity with 6 lawyers, and now there are 14 lawyers.

*“We contemplate our office development based on western principles, on a pyramidal structure. Therefore, having in mind the terminology specific for the western law offices, our law office has currently 2 Partners, 3 Senior Associates, 2 Associates and 7 Junior Associates. As the law office develops, we have also as a target to decide a certain proportion between the number of partners and the number of lawyers. Most likely this will be of 1 partner to 5 lawyers”,* has stated Adrian-Cătălin Bulboacă, Managing Partner with Bulboacă & Asociații.

The law office’s incomes result only from the business law practice, the main sectors being the mergers and acquisitions, the financial-banking and real estate market. Bulboacă & Asociații has *de facto* relations with an important number of law offices in the main European countries and the USA.

### **The partners and their field of activity**

**Adrian-Cătălin Bulboacă** – financial and banking, mergers and acquisitions, energy

**Corina Ionescu** – financial and banking, mergers and acquisitions

*“We intend to build and develop teams by fields of activity, able to act in an integrated manner, especially in providing complex advice, when expertise in various legal domains is required. The foundation of this law office will have to be permanently the quality work, in team”,* has underlined Adrian-Cătălin Bulboacă. The office will invest in competitive computer systems which can provide a quality management and under highly safe conditions for the documents and information handled in our relation with all the clients.

*“We look for the representation of large companies, in different areas of economic activity, having Romanian or foreign shareholding. In particular, we will grant special attention to the clients which deem Central and Eastern Europe as a strategic market for their business development”,* added Adrian-Cătălin Bulboacă.

*“Starting from the experience we gained within an international law office, we may say that a strong presence for a Romanian law office implies both an activity of advice for the day to day issues of a company (for example to draft and to negotiate commercial agreements), but also its assistance in sophisticated transactions (as for example loans with a high level of difficulty or operations for the reorganization of an activity form, etc.)”,* he stated.

Adrian-Cătălin Bulboacă thinks that there will always be an important Romanian presence on the business law market in Romania, even with a strong representation of the foreign law offices. *“The experience in this region shows that the international firms coexist with the local firms also due to the fact that their business structure is focused on a certain client segment”.*

**Adrian-Cătălin Bulboacă** is the Managing Partner with Bulboacă & Asociații and is member of the Bucharest Bar Association. Prior to establish Bulboacă & Asociații, he coordinated the assistance services of the financial-banking department, between 2001 to 2006, and of the energy department, between 2001 to 2003, of the Bucharest office of Linklaters. He is born on 13 September 1969. He has an extensive experience in representing local and international banks and representing the borrowers within syndicated and bilateral loan transactions, with or without any security, as well as in providing assistance to beneficiaries and suppliers of securities in establishing and perfecting the securities. He supervised privatization or acquisition projects related to Romanian companies, the most important transaction to which he was actively involved being the Petrom privatization.