

# Annual report 2025

May 2026





# Preface



As the Chair of the Board of Directors, I am pleased to share that 2025 was a year of steady and meaningful growth for Interact Law. One of our main priorities in 2025 was to focus on professionalising the network (this is our first Annual Report and we are proud to showcase our highlights in a transparent and meaningful way!), and we did this by improving our internal processes, streamlining our BD and Marketing functions, and increasing overall communication with members.

Referral activity, which we believe helps act as an indicator of success, remained robust in 2025 with 58 reported referrals across 12 areas of law. We were also delighted to welcome strong and mission-aligned new members from key jurisdictions who no doubt will help deepen both our geographic reach and breadth of expertise.

Our events/conferences programme continues to be a core component of how we engage and strengthen relationships across the network, as these interactions are crucial in supporting knowledge sharing, best practices and collaboration, and we were pleased to welcome 85% of member firms to our conference in conferences 2025.

The Board was delighted to welcome a new Board member, Jens Gottlieb, Partner from our Danish member firm Advodan, who has kindly dedicated his valuable time to Interact Law. Jens has a longstanding knowledge of and experience within Interact Law, which has been an enrichment for our collaboration within the Board.

May I also take the opportunity as Chairman of the board to express my warmest gratitude to my fellow board members: Luci Hamilton, Ségolène Dugué, Bill Vita, Frank Boyle Yrigoyen, Zdenek Tomicek and Jens Gottlieb, who do a highly professional job and show enormous commitment to Interact Law. To work with them in the best interest of the group is a great honour and joy for me.

And do not let me forget to mention the highly professional work of Marjolijn Horsseleberg and Bonnie de Jonquières, who since the last meeting in Bucarest have developed very valuable Business Development initiatives and have improved Interact Law's presentation to the outside world. Thank you so much for all your support!

On behalf of the Board, I express my sincere gratitude for the trust, time and commitment you place in Interact Law, and I look forward to building on this progress in the year ahead.

**Christian Heimerl**  
Chair of the Board of Directors  
Interact Law



Interact Law

“We are small enough to know each other personally and big enough to refer cases globally”

# Our network

Interact Law is a non-profit association (association without profit motive) of independent law firms. It started its journey in the early 1990s in Europe and has since grown into a truly international legal network.

We choose quality over quantity. By aiming to have only one member firm per jurisdiction, we ensure that each firm in the network is selected for its proven experience, expertise, and strong local standing.

As trusted colleagues who have collaboratively developed and uphold the quality standards of our association, our members work closely together across borders. This enables clients to benefit from a consistently high level of service, professionalism, responsiveness, and commitment throughout the Interact Law network.

"I value the openness and energy within the network, and especially love how quickly meaningful professional and personal connections form across jurisdictions"

DOMINIQUE MATTMANN SENIOR ASSOCIATE AT WENGER VIELI

"What makes Interact Law special, though, is that it's more than just a professional referral network. Over time, the relationships grow into genuine friendships built on trust, openness, and a shared commitment to excellent client service"

RODNEY S DIGGS IVIE MCNEILL WYATT PURCELL & DIGGS

*"Our decision to join Interact Law stems from our commitment to delivering commercially sound, cross-border legal solutions to our clients. We see immense value in collaborating with trusted legal professionals across jurisdictions. Interact Law offers an ideal platform for knowledge exchange, strategic alliances, and enhancing our ability to support clients navigating international challenges."*

GERRIT COETZEE OWNER AND PARTNER GERRIT COETZEE ATTORNEYS

"The network has provided us with a powerful platform for international coverage"

PIOTR WITECKI PARTNER AT OCTO LEGAL

"Interact Law has introduced us to capable attorneys around the world that can help us to assist our U.S. based clients"

MICKEE HENNESSY WESTERMAN BALL EDERER MILLER ZUCKER & SHARFSTEIN

"Success looks like working together with the great people at Interact Law on interesting deals for our common clients"

JAMES MAYOR PARTNER AT SHOOK HARDY & BACON

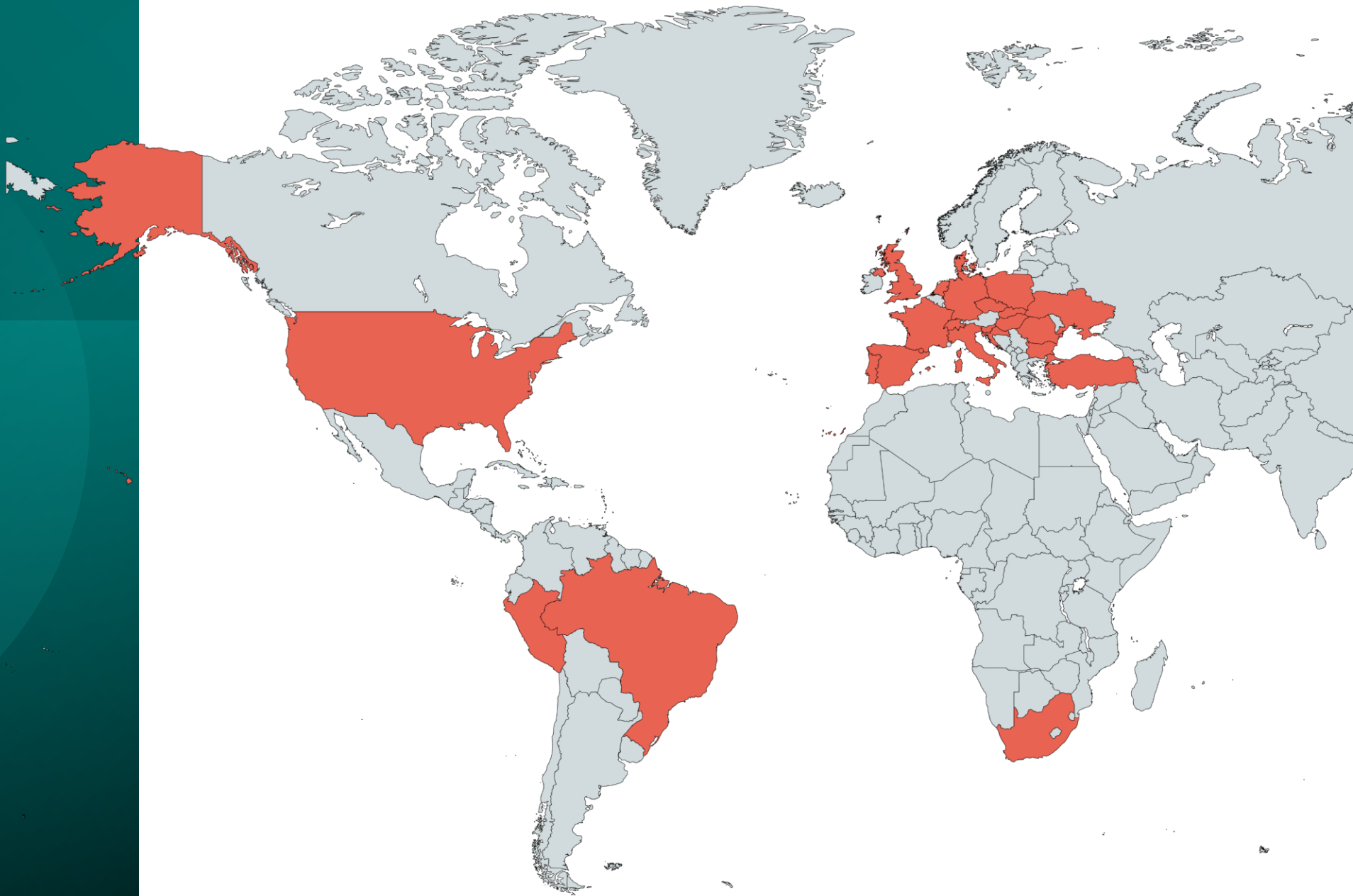
# Our network



23 members



2000+  
lawyers



# Directors of the Board



Christian Heimerl  
Chairman



Bill Vita  
Finance, New  
Member Committee



Luci Hamilton  
Events & Education



Joining 2026  
Jens Gottlieb



Zdenek Tomicek  
Marketing & Social  
Media



Frank Boyle  
New Member  
Committee



Ségolène Dugué  
Network  
development

# Support Team



**Marjolijn Horselenberg**  
Network Operational  
Management  
Business Development  
Event Management  
Website and design  
development



**Bonnie de Jonquieres**  
Marketing  
Social Media  
Website Content  
Young Lawyers Group  
Development

# Finances



## Reflections from Bill Vita

### Board of Director with oversight of Finances

*"When law firms leave Interact Law, that obviously reduces our income. It is for this reason that we are constantly working to attract new member firms.*

*In 2025, Interact Law achieved a break-even result, closing the year with a small net profit, representing a significant improvement compared to 2024 and reflecting tighter cost control and lower exceptional expenses. Revenue in 2025 was lower than budgeted due to changes in network membership; however, despite the lower revenue base, income remained stable enough to support the network's core activities.*

*Looking at the bigger picture, we streamlined our Finance operations in 2025 by engaging a new bookkeeping firm and by adding a credit card payment option for members paying their fees. We intend to maintain the transparency of our accounts and expenditure going forward."*

Incoming fees (membership & conferences)	EUR 134.152
Business Operations Cost (Marketing Cost, Consultancy cost, IT, Insurance, Accounting, Bank)	EUR 83.685
Conference Cost	EUR 50.215
Financial Cost (minus revenues) (currency differences, interest)	EUR 102
Net result	EUR 150

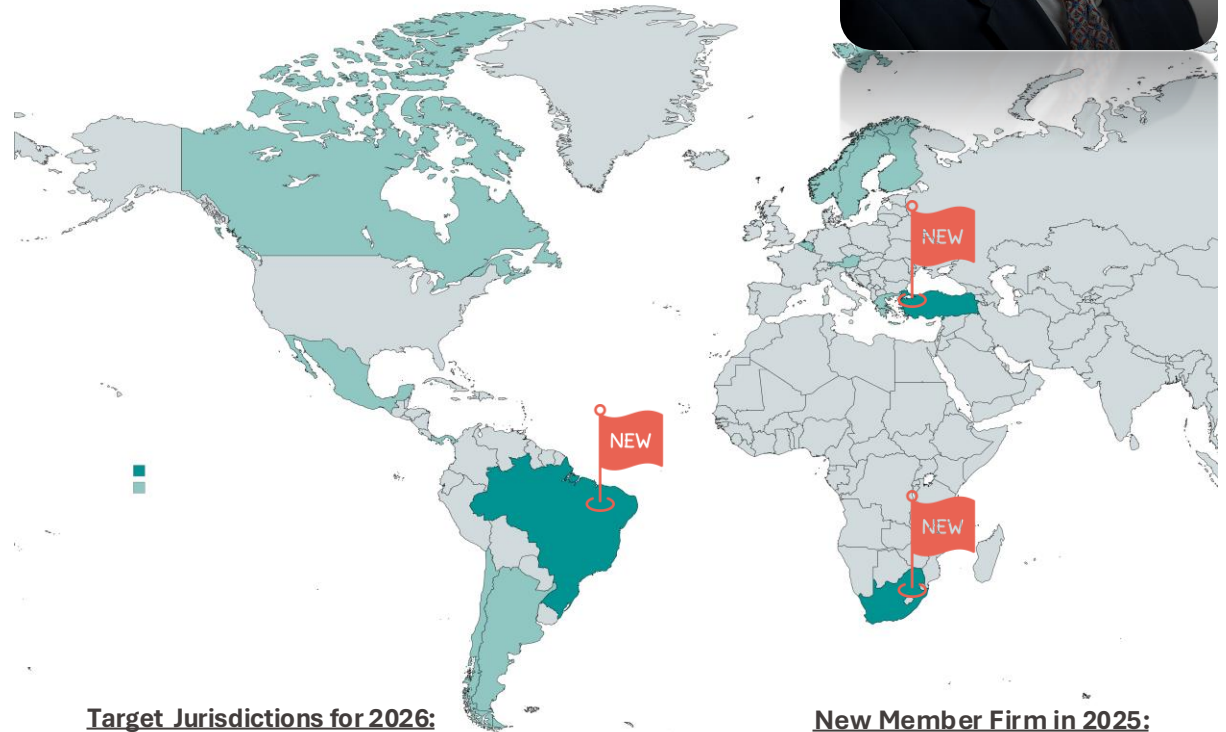
# Business Development



## Reflections from Frank Boyle Board of Director with oversight of BD

*"We were delighted to welcome GCA (South Africa) to the network in 2025. This momentum has continued into 2026 with the addition of GTO Law & Consultancy (Turkey) and AELA Advogados (Brazil) to the Interact Law family.*

*Our goal for the remainder of the year is to secure three additional firms. We will prioritize high-value jurisdictions by leveraging existing connections for outreach, using targeted research and cold acquisition only as a secondary measure."*



### Target Jurisdictions for 2026:

- **Latin America:** Chile, Ecuador, Argentina, Panama, Mexico
- **North America:** Canada
- **Europe:** Greece, Belgium, Austria, Luxembourg, Scandinavia

### New Member Firm in 2025:

- **South Africa:** GCA
- Joining January 2026**
- **Türkiye :** GTO Law&Consultancy
  - **Brazil:** AELA Advogados

# Marketing



## Reflections from Zdenek Tomicek

### Board of Director with oversight of Marketing

*"2025 saw the streamlining of our Marketing and BD functions, an increase in member input on a range of initiatives, and a steady uptick in LinkedIn engagement."*

*"In 2026, we plan to build on these areas, whilst also encouraging a wider range of colleagues at existing member firms to get involved with Interact Law."*

#### TYPES OF OUTREACH



#### 4 MARKETING FOCUS AREAS IN 2026



# Marketing Metrics & Analytics



## Newsletter Performance

- **500+ Contacts**
- **10-13% Open Rate**
- Monthly Newsletter & Article
- Scope to increase member firm articles on specific jurisdictions



## LinkedIn Engagement & Growth (Mar '25 - Mar '26)

- **38,000+ Page Impressions**
- **120+ New Followers**
- +238 New Visitors
- Most followers: Hong Kong, Romania, Peru
- 🎯 **Goal to target 1,000 followers by year end**

## Newsletters

- A strong newsletter open rate is anything over 20%
- We should try to improve our open rate eg: by audience segmenting and improving personalisation

## LinkedIn

- Impressions indicate how many times content was shown in a feed, not necessarily read or clicked
- We should focus on engagement rate too, and target between 2-5% (people commenting/liking our posts)
- We should also track whether our posts = more followers

# Conferences



## Reflections from Luci Hamilton Board of Director with oversight of Conferences

*"Our bi-annual conferences continue to provide a valuable forum for member firms from across the globe to connect, collaborate and learn. Attendance has grown steadily over the years, and we are delighted that 40 participants will join us in Warsaw in May 2026.*

*To boost engagement and accessibility of our discussions, we have utilised technology to enable member firms who are not with us in-person to dial in from their respective offices in a 'hybrid' setting.*

*In 2026, we will offer Young Lawyers a special rate at our conferences, which we hope encourages greater participation from our next generation of leaders."*

### Copenhagen - Denmark

May 8-10, 2025



36 participants



3 guest speakers



Special guest:  
Karsten Lauritzen,  
former Minister of  
Taxation and CEO  
of Danske  
Advokater

### Bucharest - Romania

October 23-25, 2025



29 participants



3 guest speakers



Special guest:  
Eugen Orlando  
Teodorovici,  
politician

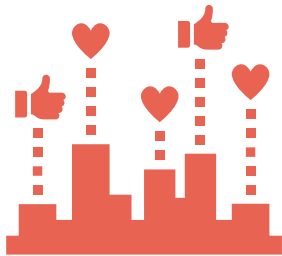


1st hybrid round  
table with xx young  
lawyers





# Referrals 2025



23 members



58 reported referrals



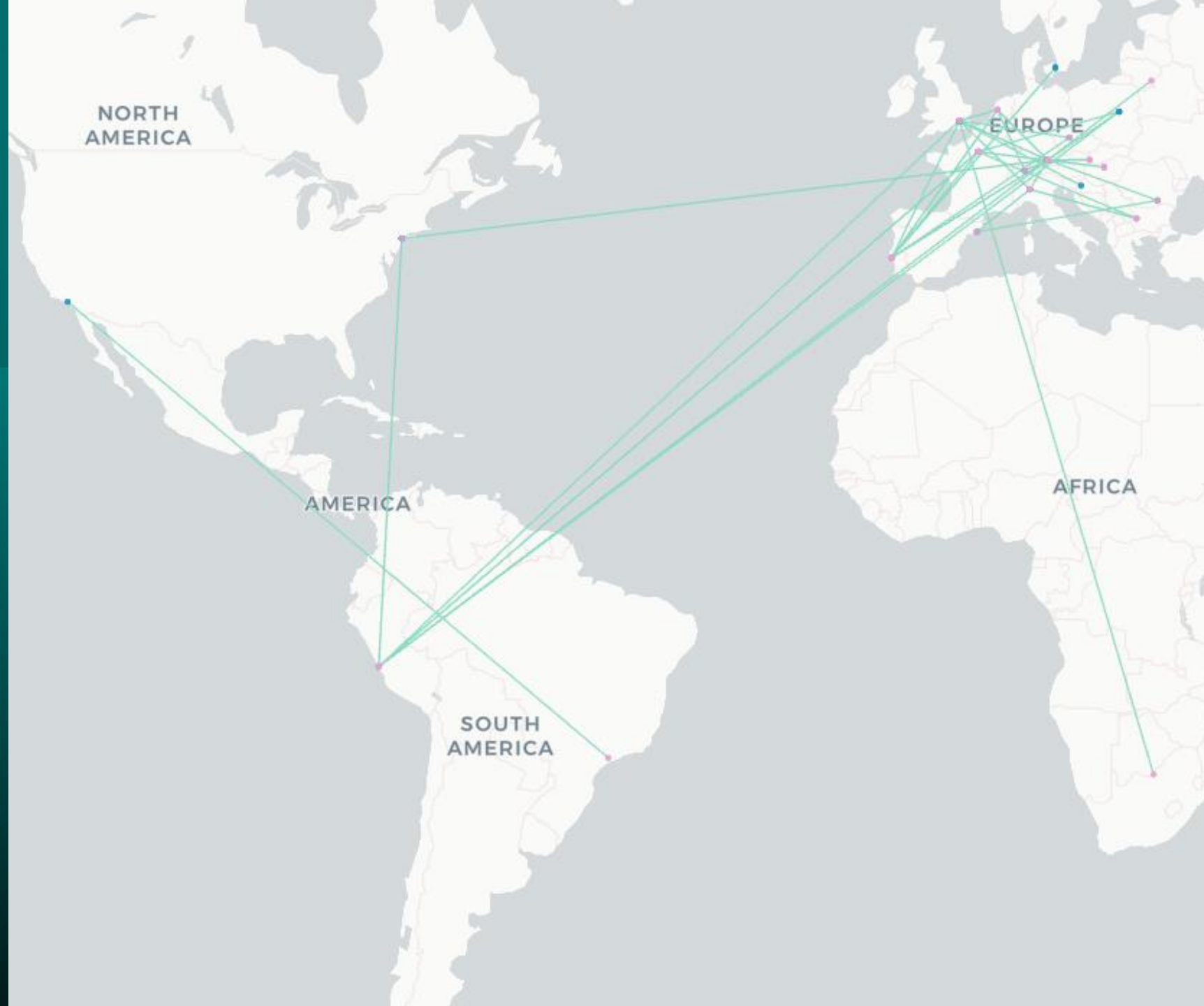
12 areas of law

# Referrals 2025

## Areas of Law



- Insolvency
- Insolvency Law
- Corporate Law
- Bankruptcy
- Finance & Tax Law
- Debt collection
- M&A
- Risk and Compliance
- IP & TMT & Data Protection
- Labour Law & immigration
- Litigation & Arbitration
- Commercial Law



# Outlook



Looking ahead, the Board of Directors plans to further professionalise the network, its internal processes, and its operations in the years to come. We are aware that law firms have several options when looking for a legal network to join and are truly grateful for members trusting and supporting our approach to providing meaningful opportunities for collaboration and deep cross-border friendships.

In 2026, we intend to focus on strengthening the network by:

- Exploring deeper collaboration between members;
- Encouraging a wider range of colleagues from existing member firms to get more involved in Interact Law;
- Identifying more cross-border opportunities; and
- Supporting new ideas and initiatives.

Our events/conferences programme will remain a core focus as we move further into 2026 and beyond, as these gatherings offer a unique way to reinforce relationships, encourage knowledge sharing and act as a melting pot for ideation.

We plan to introduce a marketing booklet, or 'playbook', with marketing articles which will outline best practices to our member firms, and we hope it will prove to be a resource packed full of helpful information. We are also in the early stages of improving the tracking and transparency of referrals across the network, which will make reporting and the sharing of valuable insights easier for all.

Once again, we thank you for your ongoing engagement with Interact Law, and we look forward to continuing to build on our strong foundations!

**Christian Heimerl**

Chair of the Board of Directors

Interact Law