

LAW FIRMS Competition & Web-listing



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EXPERT
GUIDES

AMEinfo.com
The ultimate Middle East business resource


Industry Canada
ic.gc.ca


American Chamber
of Commerce in Egypt


BEBA

Doing Business

Martindale-Hubbell® Connected **BETA**
The premier global network for legal professionals

 **EMPLOYMENT LAW ALLIANCE®**
Helping Employers Worldwide®

WHO'S WHO LEGAL

LEX  MUNDI
THE WORLD'S LEADING ASSOCIATION OF INDEPENDENT LAW FIRMS

HG.org
WORLDWIDE LEGAL DIRECTORIES



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- Summary
- Web-sites Classifications
- Specialized Law-Firms
- Other listing Sites

Summary & overview

- **Objectives :**
 - **Classification of websites currently law-Firms are using as marketing tool**
 - Specialized Law-Firms sites
 - General Listing Sites
 - Networking and Professional connections
 - **Current marketing tools used by law-firms as :**
 - Listing : across general purpose / specialized law sites
 - Adverts (banners)
 - Articles & Case studies

Internet Marketing

Web-sites Classification & Benefits of listing




1. Specialized Law Firm Listing & Ranking

Law Firm Listing	Listing & Ranking
<ul style="list-style-type: none"> • listing Law-firms • Network of Specialized professionals • Case Studies / recruitment 	<ul style="list-style-type: none"> • Ranking Firms based on Questionnaires / Reviews • Staffing / Resumes • Examples: IFLR 1000 Legal 500

2. Guides – Chambers &

General Listing	Chambers
<ul style="list-style-type: none"> • Like aim Info • Zoom info and others 	

3. Networking – Media & Corporate websites:

Professional listing	News & Media	Corporate Websites
FaceBook 	Egypt Today 	World Bank Group
Linked In 	Al Masry Al Youm 	EFG Hermes
Mondaq 		Global Private Sector leaders

Post Firm Profiles (Across Professional Legal-firms Sites)

- Increase Firm Visibility across professional websites
- Increase connectivity through desired Markets
- Media tool to post case studies
- Ease association with other Multi-National Law firms

Internet Listing Specialized Law Firms Web-Sites

Name	Website	Subscription	Contact
HG.org	WWW.HG.ORG	195 USD / Year /Basic – Free	http://www.hg.org/addlf.html
Employment law alliance	www.employmentlawalliance.com		Free- User Name
Tag Law		No Details yet for subscription	info@taglaw.com . Location : USA
Legal 500	WWW.LGEL500.ORG	No Details –	legal500.com@legalease.co.uk
IFLR 1000	WWW.IFLR1000.COM		rvalmarana@legalmediagroup.com
The Lawyer		Sign-up Email Alerts / Advertisement	catrin.griffiths@thelawyer.com
International Law Office	www.internationallawoffice.com		Online Subscription
Law Careers	www.lawcareers.net	On-line Registration	On-line Registration
Law Firm Directory	www.lawyrs.net	On-line Registration	On-line Registration
Martindale.com	www.martindale.com		Free
Lex Mundi	www.lexmundi.com/lexmundi		stoliver@lexmundi.com
HG.org			Contract form
Who is Who Legal	www.whoswholegal.com		tom.barnes@whoswholegal.com www.whoswholegal.com/contact

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WHO'S WHO LEGAL

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Internet Listing General Listing Web-Sites – Chambers & Others

Name	Website	Membership
Ame Info	www.ameinfo.com	Free Subscription required
Zoom Info	www.zoominfo.com	Free www.zoominfo.com/Registration/Register.aspx
American Chamber	www.amcham-egypt.org	Contact Details Here
British Egyptian Business Association (Beba)	www.beba.org.eg	Nadia Lamloum nadia.lamloum@beba.org.eg
Swiss Egyptian Business Association		
Expert Guide		
Industry Canada		

EXPERT
GUIDES



Web-sites Ranking in Search Engines

Search : “Law Firms In Egypt”

Law-Firm Index	Google	YAHOO!	msn
hg.org	1	1	2
hg.org/Employment	2		7
lexadin.nl	3	3	
arabo.com	4		
egypt-law.com	5	2	1
hilmylaw.com	6		
martindale.com	7	5	4
shalakany.com	8		
buyusa.gov	9		
legal500.com	10		
iflr1000.com		4	3
helplinelaw.com		6	6
ostamyy.com		7	
baroudylaw.com		8	
mo7amoun.com			5
martindalehubble.com			8

Internet Marketing :

Web-sites Classification : Specialized Law Firms

Specialized Law Firms Websites (12)

[Employment law alliance](#)

- Employment Law Alliance member law firms are located in more than 90 countries and all 50 U.S. states. ELA does not offer legal advice via this web site
- North America, Europe , Asia , Africa & Middle East , Australia & Asia Pacific, Central & South America

[Tag Law](#)



- TAGLaw® is a global alliance of high quality, independent law firms with more than 140 member firms based in nearly 100 countries. Its 7500+ lawyers work out of 300 offices to provide a full range of legal services to clients all over the world. Founded in 1999, TAGLaw quickly rose through the ranks of legal networks to rank in the top three in all three categories: number of member firms, number of countries served, and number of participating attorneys. On this home page, you will find newsworthy items about TAGLaw and its member firms.

[Legal 500](#)



- Published for over twenty years, the Legal 500 Series provides the most comprehensive worldwide coverage currently available on legal services providers, in over 100 countries.
- Used by commercial and private clients, corporate counsel, CEOs, FDs and professional advisers - as well as by other referrers of work both nationally and internationally - the series is widely regarded as offering the definitive judgement of law firm capabilities.
- Locations : UK , Europe Middle East & Africa , Asia Pacific, United States

[IFLR 1000](#)



- Our financial law firm rankings are based on the recommendations of in-house counsel at the world's most prominent financial institutions and companies, as well as the leading lawyers, attorneys and solicitors in each legal market we cover.

[The Lawyer](#)



- **Area :** Banking / Finance, Corporate/ Commercial, Employment, Insurance / Reinsurance, IP, Technology and Media, Litigation / Dispute Resolution, Private Client, Projects and Infrastructure, Public / Regulatory, Real Estate
- **Locations :** Asia & Australasia, Europe, Middle East & Africa, Offshore, UK & Ireland, US & The Americas
- **Website Sourcing :** UK / **Website Sections :** News / Law Firms Listing / Education & Training / Jobs

[Int'l Law Office](#)



- Launched Feb 1998, ILO delivers global analysis to lawyers worldwide via email on a free subscription basis. It provides legal developments from around the world, a comprehensive directory of firms and partners, a database of the world's major deals and the legal advisers involved, and a global news round-up.

[Law Careers](#)



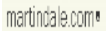
- As you can see we have a new look for the site while maintaining all the features that make the site THE essential research tool for future lawyers. Best of all, Launched MyLC.N a new tool that will help you maximize the value of your research by letting you keep a record of all the employers you have investigated, the deadlines you need to hit, the events you plan to attend and the insights you have gained in one easy to manage area. / **Web Sections : Information , solicitors, Barristers , Courses ,**

[Law Firm Directory](#)



- Create professional profile / connect through other professionals/ Legal News Updates ((4230 lawyers from 164 countries in public)

[Martindale.com](#)



- Premier Destination for Sophisticated Buyers of Legal Services (Find Legal Firm/ Products & Services / Professional resources/Career Center)

[Lex Mundi](#)



- Lex Mundi is the mark of excellence for legal services globally. Lex Mundi, the world's leading association of independent law firms, provides you with access to more than **21,000 lawyers practicing in 160 elite law firms**. These premier independent law firms provide legal representation and local market knowledge practically anywhere in the world.
- There is a reason the most prominent and successful law firms are the most prominent and successful law firms. That is the profile of the Lex Mundi member, and that is the mark of excellence that Lex Mundi provides.

[HG.org](#)

- Law Firms / Legal Services / Law Practice / Employment / Associations / Publications / Events
- Listing By Region : Africa & ME / Asia & pacific / Europe / North America / South America & Caribbean

[Who is W](#) **Who's Who Legal** WORLDWIDE LEGAL DIRECTORIES

- Since 1996 Who's Who Legal has identified the foremost legal practitioners in 31 areas of business law. We feature over 10,000 of the world's leading private practice lawyers in over 100 countries and pride ourselves on the integrity and authority of our findings. It is impossible to buy entry into this publication.

Internet Marketing :

Web-sites Classification : Professional listing / Chambers & Guides

Professional Listing / Chambers & Guides (web-sites)

[Ame Info](#)



- Listing (Classified) / News Releases / Event Coverage / Industry News / Financial Market / Business service /
- Country Guide : Middle East Countries

[Zoom Info](#)



- The most comprehensive source of business information on people and companies in the world. Find who you're looking for here! Simply search for their name in the directory below and click on it to get details on their career history, education, places they've been mentioned on the Web and more. You can also use the search box.

[American Chamber](#)



- Events / News – publications -
- **On line Services** : Tender Alert Services / Business Matching / Business Inquiries / Web Advertising
- **Magazines** : Business Monthly / Business Studies / Economic Indicators

[British Egyptian](#)

[Business](#)

[Association \(Beba\)](#)



- Founded in 1996, the British Egyptian Business Association (BEBA) is a non-governmental, non-profit organization that was established with the vision to become a key resource for its members to achieve success in the business economy. BEBA started with 100 members, and today it has over 300 members that cover a broad cross-section of sectors that work together to stimulate trade between Egypt and Europe, focusing on the business relationship with the UK.
- The mission of BEBA has been set to promote a favourable business environment to instill and grow better trade and business relationships between Egyptian and British businesses and beyond. In order to increase the effectiveness of BEBA, BEBA has sought to develop greater links with UK and Egyptian organizations such as the Egyptian British Chamber of Commerce, The Arab British Chamber of Commerce, UK Trade & Investment.
- BEBA targets top business executives of both Egyptian and British companies with an interest in trade and investment between the two countries. Membership of BEBA by leading British and Egyptian companies demonstrates the commitment to strengthen the voice of British Business in Egypt and vice-versa.
- The Association offers a wide a range of services to its clients including: organizing roundtable discussions, arranging field visits and trade missions to promote business/investment along with road shows. In addition, BEBA holds sectoral workshops and seminars to debate topical issues, and hosts visiting UK government officials

[Swiss Egyptian](#)

[Business](#)

[Association](#)

- The Swiss Egyptian Business Association (SEBA) is a non-governmental organization established in June, 2004 according to Law No. 84 for 2002 of the Ministry of Social Affairs in Egypt. It has been established and founded by a number of Swiss Egyptian Businessmen under the auspices of the Embassy of Switzerland in Egypt.
- Our mission is to enhance and strengthen the industrial and commercial relations between the 2 countries towards development and economic growth by :
- Supporting and disclosing new business and market opportunities for industries trade and services in Egypt
- Ensuring sustainable economic relations between Egypt and Switzerland, taking into consideration the social, political and cultural aspects of the 2 countries

[Expert Guide](#)



- We have been providing counsel with access to the world's leading business lawyers in specific areas of law for over 15 years. We cover all the key practice areas of business law, undertaking continuous research to identify only the best individuals in more than 25 practice areas and over 60 jurisdictions worldwide. Our methodology ensures only lawyers with independent nominations for excellence appear in the guides.
- Expert Guides was the first to publish international guides to individual lawyers in 1994 and continues to lead the field. Each practice area guide benefits from a new edition every two years, meaning our information is consistently up-to-date. Our website contains all our research findings in one convenient place, allowing in-house counsel to find the best lawyers in a range of jurisdictions and helping private practitioners to make referral decisions.
- Expert Guides are published by Legal Media Group, the legal publishing arm of Euromoney Institutional Investor, one of the world's leading financial publishers



[Dubai US](#)

[Consulate](#)

[DoIn](#)



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- Multi Lingual Support website / Including listing of various

Internet Marketing : Competitors & Web Listing



	LEAL 2000	EXPERT GUIDES	CHAMBERS	Law Firms	BBA	BRIDGES	TAGLAW	Industry Canada	zoominfo	American Chamber of Commerce in Egypt	martindale.com	1000	LEX MUNDI	PROSPERITY	The World Law Guide	Doing Business	DUBAI - UAE	HG.org	lawyers	
Baker & McKenzie	●	●				●		●				●			●	●				●
Shalakany Law Office	●										●	●	●			●		●		
Zaki Hashem & Partners,	●					●		●				●								●
Sharkawy & Sarhan	●											●			●					
Ibrachy & Dermarkar	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Trowers & Hamlins	●											●			●	●				
Kosheri Rashed & Riad		●				●		●				●		●	●	●		●		●
Zulficar & Partners		●										●								
Sarwat Abdel Shahid						●		●				●				●	●			●
El Oteifi Law Office								●				●			●					
Al Kamel Law Office												●				●				
DLA Maatouk & Bassiony												●								●
Hassouna & Abou Ali												●								
Denton Wilde Sapte												●			●	●				●
Amereller -Mena Associates												●			●					
Mona Zulfakkar												●				●				
Sarwat Abdel Shahid	●						●				●	●								●
Hafez - Int'l Arbitration	●										●	●	●							●



Baker & McKenzie																						
Shalakany Law Office																						
Zaki Hashem & Partners,																						
Sharkawy & Sarhan																						
Ibrachy & Dermarkar																						
Trowers & Hamlins																						
Kosheri Rashed & Riad																						
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Amereller -Mena Associates																						
Mona Zulfakkar																						
Sarwat Abdel Shahid																						
Total Listing	7	4	1	1	1	5	2	6	1	1	1	2	13	1	1	6	5	5	3	1	4	5

Law Firms Internet Activities

Listing - Adverts & Viewed Profiles

Articles Posted

The Egyptian Arbitration Law

THE EGYPTIAN ARBITRATION LAW
Egypt introduced its first specific Arbitration Law in 1994 by adopting the UNCITRAL Model Law with very limited modifications.

- Koshery, Rashed & Riad

Egyptian Anti Monopoly Law

The Egyptian Law of Protection of Competition and Prevention of Monopoly Practices was promulgated by Law No. 3 of 2005 and entered into force on 16 May 2005.

- Koshery, Rashed & Riad

Industrial Designs and Drawings

Industrial designs and drawings enjoy protection for ten years starting from the date of application for registration in Egypt, and the protection is renewable for five years.

- Koshery, Rashed & Riad

EGYPTIAN OIL AND GAS CONCESSIONS

Article on Egyptian Oil and Gas Concessions

- Koshery, Rashed & Riad

Adverts :



Firm Ranking Reviewed :

Recently viewed firm rankings

Banking and finance

1

HELMY, HAMZA & PARTNERS (BAKER & MCKENZIE)
SHALAKANY LAW OFFICE

2

Al Kamel Law Office
Sharkawy & Sarhan
Zaki Hashem & Partners, Attorneys at Law

3

DLA Matouk Bassiouny

Oil and gas

1

ZAKI HASHEM & PARTNERS, ATTORNEYS AT LAW

2

Al Kamel Law Office
Denton Wilde Sapte
Helmy, Hamza & Partners (Baker & McKenzie)
Trowers & Hamlin in association with Norton Rose

Privatisation

1

HELMY, HAMZA & PARTNERS (BAKER & MCKENZIE)
TROWERS & HAMLINS IN ASSOCIATION WITH
ZAKI HASHEM & PARTNERS, ATTORNEYS AT LAW

2

Al Kamel Law Office
DLA Matouk Bassiouny
Denton Wilde Sapte
Koshery, Rashed & Riad

Shipping

1

ELDIB ADVOCATES

2

About All
ELOMC Lawyers
International Maritime Advocates

3

Al Kamel Law Office

Layers Profiles reviewed:

Recently viewed lawyer profiles



Tarek Riad
(+202)(2) 7954795
Koshery, Rashed & Riad



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Koshery, Rashed & Riad



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+20 2 2461 9301
Helmy, Hamza & Partners (Baker & McKenzie)



Halem Soliman
+20 2 2461 9301
Helmy, Hamza & Partners (Baker & McKenzie)



Tamer El Hennawy
+20 2 2461 9301
Helmy, Hamza & Partners (Baker & McKenzie)



Mohamed Talaat
+20 2 2461 9301
Helmy, Hamza & Partners (Baker & McKenzie)

Internet Marketing : Competitors & Web Listing

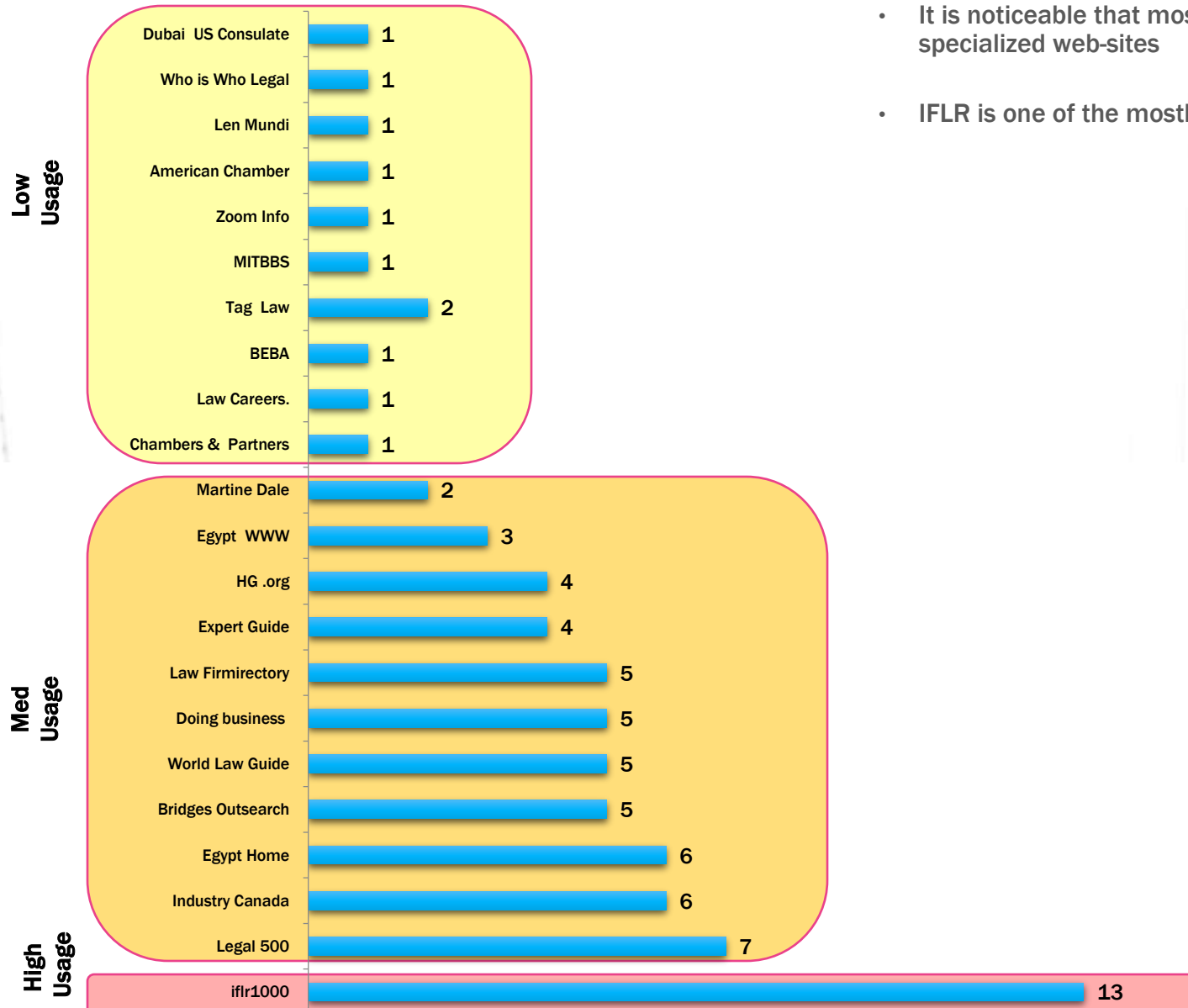


	LEAL 2000	EXPERT GUIDES	CHAMBERS	Law Chambers	BBA	BRIDGES	TAGLAW	Industry Canada	未名精英	zoominfo	American Chamber of Commerce in Egypt	martindale.com	1000	LEX MUNDI	PROSPERITY	The World Law Guide	Doing Business	DUBAI - UAE	HG.org	lawyers		
Baker & McKenzie	●	●				●		●					●			●	●				●	
Shalakany Law Office	●											●		●	●		●		●			
Zaki Hashem & Partners,	●					●		●												●	●	
Sharkawy & Sarhan	●															●						
Ibrachy & Dermarkar	●	●	●	●	●	●	●	●	●	●	●						●	●		●		
Trowers & Hamlins	●															●	●					
Kosheri Rashed & Riad		●				●		●							●	●	●		●		●	
Zulficar & Partners		●																				
Sarwat Abdel Shahid						●		●									●	●		●		
El Oteifi Law Office								●								●						
Al Kamel Law Office																	●					
DLA Maatouk & Bassiony																					●	
Hassouna & Abou Ali																						
Denton Wilde Sapte																●	●				●	
Amereller -Mena Associates																	●					
Mona Zulfakkar																	●					
Sarwat Abdel Shahid	●						●					●	●							●	●	
Total Listing	7	4	1	1	1	5	2	6	1	1	1	2	13	1	1	6	5	5	3	1	4	5

Internet Listing

Web-Sites usage across Law firms

- It is noticeable that most of law firms use specialized web-sites
- IFLR is one of the mostly used website for



Internet Marketing : Key Next Steps

Key Next Steps for Listing

- Selection of Websites for SE&P listing
- Communication with Web-Editors and agree on Levels of Listing & Related Costs
- Prepare publishing web-site follow up sheet for agreed sites

Material & Listing preparation

- Preparation of Forms Required for subscription
- Posting
- Preparation of case studies for publishing / Review legality prior to

- Overview & General Comments
- Usage & Contents
- Design
- SEO evaluation
- Security

SE&P Website Review



Intro is no longer fashion in web development , should be removed



Overlaying logo and navigation bar



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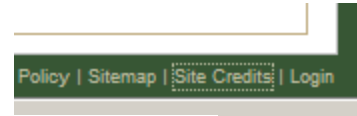
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Title: Ms.
First Name: Osama
Family name: Alaa Moustafa
Date of Birth: 21 Nov 1995
Profession: Consultant
Nationality: Egyptian Other
Languages: Arabic English
Company Name: ACP
Position in the Company: Senior Consultant
Professional Address: 63 Rasm El-Hady
Postal Code: 11211
City: Cairo
Country: [v] EGYPT
Tel: 20200952
Fax: 20200952
E-mail: Osama_mustafa@hotmail.com
Website: www.Consult-eg.com

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 - [Dr. Ramy El Borai](#)
 - [Mrs. Amira Sherif](#)
 - [Mr. Hossam Omar](#)
 - [Mr. Mina Bibawi](#)
 - [Mr. Motaz El Dreny](#)
 - [▶ Mr. Hossam Feda](#)
 - [Mr. Ahmed Adballah](#)
 - [Ms. Reem Youssri](#)
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 - [Infrastructure & Energy](#)
 - [Trade & Services](#)

▶ Link not operational once selected, can't navigate to other links

Financial Structuring

Our edge in Financial Structuring derives from our aptitude to approach legal hurdles in an innovative and resourceful manner, while abiding by a given code of practice and ethics. Because realizing and implementing a Financial Structuring exercise that mirrors and supports our Clients' needs requires tax and regulatory awareness, we are always at the forefront of market changing laws, regulations and practices. We have combined market-leading expertise in the field of Financial Structuring and we recurrently advise, from the lending side, bankers with respect to the feasibility, legality and risks involved with new, multifaceted or exceptional Financial Structuring schemes.

Banking & Finance

Sarie-Eldin & Partners counts as one of the most experienced law firms in Egypt and the Middle East in Banking & Finance. Since its establishment, the Firm's portfolio of executed deals in that area includes the largest, most sophisticated and complex transactions. Our Clients' base equally reflects the quality of our services and our in-depth knowledge and expertise. Our Banking & Finance division is in a position to offer valuable services and timely assistance in the fields of Project Finance, Syndications, Acquisition and Take-over Financings, Asset Finance, Bank Lending, Real Estate Financing and Financial Structuring.

Capital Markets, Mergers & Acquisitions

The ever-exciting and challenging corporate practice has raised special interest in the Firm. Since formation, the Firm was keen to engage seasoned counsels in the Corporate, Capital Markets, Mergers & Acquisition and Private Equity disciplines. Because our policy and invariable targets are to stand-out and be truly distinguished among other private practices in the Egyptian market, we immediately realized that we should be and remain in a position where we could effortlessly relate to the business and objectives of our Clients. Harboring the mind-set of a successful investment banker, furthering the "can do" attitude, while mastering the legal and regulatory framework within which we operate are the building blocks of our thriving corporate practice.

Infrastructure & Energy

Our Firm has built-up its reputation as the best in Egypt when engaging in Infrastructure and Energy projects. To better serve the needs of our Clients and meet the challenging time frame and technical prerequisites that arise in the context of such projects, we have created a highly specialized team in Real Estate Development and Construction, Energy and PPPs. We are confident that we are among the very few in Egypt that can genuinely claim to have provided the most comprehensive and effective legal services in such sophisticated and complex disciplines. Due to our awareness and knowledge, the Firm counts today as one of the top firms in this area of practice. We have advised numerous players in connection with Infrastructure and Energy projects, including domestic, regional and multinational companies.

Trade & Services

The Trade & Services group encompasses and requires the application of multi-disciplinary practices. High industry specialization demands equally attuned and specialized legal counsels who are able to foresee potential mid-term and long-term conflicts and to use the opportunities presented to the advantage of the clients. Such an approach constitutes the Firm's role model with respect to the Trade & Services practice. We fervently believe that in order to help any given business develop and mitigate legal risks, the advising lawyer must combine the pre-requisite practical expertise along with the underlying legal knowledge necessary in order to add value. We are forward-thinkers in that respect, and as a result, we have compiled a remarkable portfolio of Clients who engage in diverse areas of activity, including Manufacturing, Communications, Tourism, and General Trade & Commercial Agency.

Google Alerts

Al Kamel Law	Comprehensive	as-it-happens	up to 50 results	Email	edit
El Oteifi & Afifi	Comprehensive	as-it-happens	up to 50 results	Email	edit
El Oteifi Law	Comprehensive	as-it-happens	up to 20 results	Email	edit
Hafez Arbitration	Comprehensive	as-it-happens	up to 20 results	Email	edit
Hassouna & Abou Ali	Comprehensive	as-it-happens	up to 50 results	Email	edit
Helmy Hamza	Comprehensive	as-it-happens	up to 50 results	Email	edit
Ibrachy Law	Comprehensive	as-it-happens	up to 50 results	Email	edit
Kosheri Rashed & Riad	Comprehensive	once a day	up to 50 results	Email	edit
Matouk Bassiouny	Comprehensive	once a day	up to 20 results	Email	edit
Mena Associates	Comprehensive	once a day	up to 50 results	Email	edit
sarie eldin	Comprehensive	once a day	up to 20 results	Email	edit
sarie-eldin	Comprehensive	as-it-happens	up to 20 results	Email	edit
Sarwat A Shahid Law	Comprehensive	once a day	up to 20 results	Email	edit
Shalakany	Comprehensive	once a day	up to 50 results	Email	edit
Sharkawy & Sarhan	Comprehensive	once a day	up to 20 results	Email	edit
Zaki Hashem	Comprehensive	as-it-happens	up to 20 results	Email	edit
Zulficar & Partners	Comprehensive	once a day	up to 50 results	Email	edit