

Attorney Assaf Kriel: Artificial Intelligence Is Changing Commercial Law

The presence of artificial intelligence in our lives is increasing, and one of the professional fields it has already penetrated is the law. According to Attorney Assaf Kriel, owner of a boutique commercial law firm: "Thanks to AI systems, our clients benefit from rapid solutions to complex commercial problems, while still receiving personal attention."



"Recently, the international legal network Excellence Advisory selected our firm as the leading commercial law firm for 2025"

Yuval Gamliel, in collaboration with Adv. Assaf Kriel

December 02, 2025

"Artificial intelligence is changing the entire professional world in general and the legal profession in particular", states Attorney Assaf Kriel, owner of an innovative boutique firm that specializes in commercial and international law. "I recently returned from two major legal conferences, IBA in Canada and IFL in Singapore, that dealt exactly with this topic", he noted, "in addition, a survey conducted this year by the American Bar Association (ABA) among approximately 2,800 lawyers showed an increase in personal and professional use of artificial intelligence. Another survey by Thomson Reuters found that using artificial intelligence tools can save lawyers hundreds of hours of work each year."

How important is the part AI plays in the firm's work?

"Every day we make intensive use of dedicated and highly advanced AI systems from international companies. This happens at every stage of the legal process, from reviewing and

drafting numerous documents, through in-depth legal research, to managing cases in court, providing strategic data-based legal advice, risk analysis, conducting multi-document due diligence, automating communication procedures and initial client interviews.



Assaf Kriel, Adv.

"The result is that our client service is faster, more accurate, and enables us to significantly reduce legal costs and even propose creative pricing methods. Our clients benefit from contract reviews with an exceptionally high level of accuracy, and we do not have interns or junior lawyers who may make mistakes in these essential processes. Thanks to AI systems, our clients benefit from quick solutions to complex commercial problems with a small chance of human error. At the same time, we provide personal attention that includes an immediate response".

At this point, Attorney Kriel wishes to clarify that artificial intelligence does not take the place of the human dimension. "We believe that integrating AI models must be done with human legal expertise", he says, "therefore, we constantly challenge the system and are familiar with every detail of the final legal document and guarantee its quality. I view AI models as an aid and not a substitute for in-depth legal thinking and analysis, which is based on an understanding of the legal context and the client's needs. Thanks to all these processes, our firm is setting a new standard for smart legal services in the 21st century."

Personal and close attention

The firm was founded by Kriel in 2010, after more than a decade of experience as a legal advisor at a large international corporation and as a senior attorney at a well-known firm. "In those days, I came up with an idea that sounded a bit radical at the time", he recalls, "I wanted to establish a firm that would eliminate everything that makes large law firms inefficient and impersonal, and leave only what is actually important to clients. Fortunately, I was able to establish a boutique firm that combines the capabilities of a large firm with personal and close service provided by experienced partners, without armies of interns.

"It is important for us to grow in terms of quality, not in terms of the number of cases. As evidence, our success has not gone unnoticed by international rating bodies, and recently the international legal network Excellence Advisory selected our firm as the leading commercial law firm for 2025".

In your opinion, what makes your service unique?

"For CEOs, company owners, and business owners, the firm's legal support serves as a strategic anchor that provides security in international transactions, contracts, and engagements. Together with the company's management, the firm works to make a good deal, secure and profitable, with a deep understanding of the business and commercial challenges in the global market. What is more, the firm offers a flexible business approach that adapts the service

according to the company's needs and financial condition, so that the legal support becomes a strategic asset rather than another operating expense."

"A local office with an international presence"

Adv. Kriel's office specializes in all areas of commercial law and provides a range of legal services on a variety of issues, including distribution and international trade transactions, corporations and companies, high-tech and technology, intellectual property and licensing agreements, tenders, antitrust and competition law, mergers and acquisitions, and the establishment of companies in Israel and abroad.

"The legal support we provide is comprehensive and includes local and international regulatory services, support for companies in negotiations on international transactions, and legal opinions on local and foreign law", explains Adv. Kriel, "The firm's clients include both small and large companies, as well as medium-sized and large startups from diverse fields.

"The firm is client-focused and operates according to the motto that no client is too small and no opponent is too strong. Over the years, we have accompanied startups and multinational corporations, and have never been deterred by the size of the client or complexity of the case – actually, that motivates us. We combine smart consulting with strong representation, and are measured by our results, not by billable hours."

Adv. Kriel and his firm work in regular collaboration with the Israeli platform Partners & Co., which includes approximately 400 attorneys, each an expert in their field, who serve as a force multiplier for the firm. The various innovative technologies that the firm uses reduce its costs and enable it to provide personal and accessible service.

In addition, as part of its international activity, the firm is a member of one of the most prestigious legal organizations in the world, the International Bar Association, which numbers thousands of lawyers from all over the world. It is also a member of international law firm networks such as Law Link Global and International Law Firms – ILF.

"All of our memberships in various international organizations give us an excellent platform for forging connections and collaborations with law firms around the globe, so we can provide relevant, current, and high-quality legal advice in different legal systems. In this way, we provide our clients with legal services and added value anywhere in the world with peace of mind, business strength, and global competitiveness", concludes Adv. Kriel.

in collaboration with Adv. Assaf Kriel