

EXECUTIVE SUMMARY

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HARTY RUSHMERE CELEBRATES 25 YEARS

This year, we celebrate a major milestone – 25 years in business. A quarter of a century is a long time for any company to be in business, especially one that operates in such a rapidly changing legal climate. We are proud of our journey to date, and grateful that we continue to go from strength to strength in these interesting times, with the support of our established and new clients.

You will, hopefully, have noticed a redesigned logo for 2019, which now bears a banner celebrating our 25-year milestone.

We first opened offices as a specialist commercial, corporate and information-technology law practice on 1 February 1994. We set out to offer a personalised, commercial, business-orientated service to both local and international clients. We are proud to represent (or to have represented) corporations from around the world, which are household names and are drawn from the commercial and IT industry sectors. Through our involvement with our IT clients we became one of the very first law firms in South Africa to implement an e-mail and Internet system.

We have grown in parallel with the rapidly evolving tech industry in South Africa, assisting some of the largest companies in the world in establishing their business operations in Southern Africa. This involvement has spanned all manner of legal support, from incorporating their local companies, to negotiating their leases, to advising them on their distribution channels, to drafting their standard business contracts and to negotiating deals with their enterprise customers.

We have also assisted many of our SMME clients as they navigated the tricky transition from small businesses to significant players in their specific fields. Some have even gone on to be acquired by large or listed conglomerates.

Although we are well known for providing niche legal and advisory services in all areas of information technology law (including computer hardware- and software-related contracts and ventures, technology implementation projects, as well as electronic and mobile commerce and outsourcing transactions), we also have established a proud reputation advising our clients in the fields of corporate and commercial law, including take-overs, mergers and acquisitions.

Because we provide a personalised service and a proactive and practical approach whenever we address our clients' internal legal and wider business needs, we have been able to add value to any business enterprise, even those with in-house legal resources.

After 25 years in business, we are proud of our reputation as one of the leading commercial IT practices in South Africa. We attribute this to, amongst other things, the expertise of our people, their commercial acumen, our accessibility, responsiveness and culture of excellence, along with an in-depth knowledge and practical understanding of the IT industry, which extends beyond merely legal issues. But most of all, it comes down to our client relationships.

We would like to thank each of our clients for your continued, valued support during your part of our journey. We have enjoyed working with each and every one of you over the years and we look forward to continue supporting your businesses well into the future.

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