

DÁNIEL GERA

**MANAGING PARTNER, SCHÖNHERR
HETÉNYI ATTORNEYS AT LAW**



in competitions. He also likes traveling and exploring new cultures and loves skiing in the winter. Gera also likes wines and often attends wine-tasting events, where he enjoys exploring various types of wines from all over the world.

AI IS DISRUPTING THE WORLD AS WE KNOW IT. HOW HAS YOUR FIRM BEEN ADAPTING TO THIS TRANSFORMATION TO HARNESS THE ADVANTAGES OF THE TECHNOLOGY?

At Schoenherr we have been at the forefront of Legal Tech implementation since early days, embracing a comprehensive AI strategy across teams and offices. We have an AI Task Force, consisting of specialized experts who help us in navigating the complexities of AI and the evolving regulatory landscape.

“While the use of AI will help our service offering, it will not affect our headcount on a shorter term, also because we usually work on complex matters where our added value is high and personal advisory plays a key role.”

In terms of our internal operations, we adapt various AI tools in our daily work to help us with legal research, document automatization, etc. The use of AI makes it even more important for us to find a healthy balance between attracting the most highly skilled, motivated and capable workforce and still be agile and efficient.

As for our external operations (i.e. legal advice to clients on use of AI), we apply a multidisciplinary approach, combining legal and IT expertise, to provide comprehensive advice on clients' AI initiatives. We can help them in the areas of privacy and security, intellectual property, contract support, M&A due diligence, future-proof legal solutions, consumer law implications and EU AI Act compliance. Our AI task force also helps our work in external relations.

HOW DOES THE WIDESPREAD USE OF DIGITALIZATION AND AI AFFECT YOUR HEADCOUNT AND REVENUES?

The use of AI-based legal tech solutions (i.e. software specifically designed to perform legal tasks more

Name of law firm	Schönherr Hetényi Ügyvédi Iroda
Top local executive	Dániel Gera
In charge of position since	2023
Name of associate non-Hungarian law firm or cooperation network	Schönherr Rechtsanwälte GmbH
Year of Hungarian law firm's establishment	2008
HQ in Hungary	1133 Budapest, Váci út 76.
Website	www.schoenherr.eu

efficiently) helps us optimize our human resources. We aim to use AI to free up time of our legal experts from repetitive, monotonous, time-consuming and voluminous tasks, so that they can focus on more complex tasks. The rapid development of AI tools makes it imperative to constantly rethink and redesign our internal processes to work more efficiently, this is what the market demands from us.

Some argue that the traditional pyramid structure of law firms will change and become more linear, with some of the tasks currently done at junior level being replaced by AI. It may be true on a longer term, but we are not there yet. Firstly, we are committed to working with younger generations and training them, secondly, we need stability in our operations. So, while the use of AI will help our service offering, it will not affect our headcount on a shorter term, also because we usually work on complex matters where our added value is high and personal advisory plays a key role.

WHERE IS THE LEGAL MARKET HEADING? IS THERE MORE CONSOLIDATION ON THE HORIZON, OR DO INDEPENDENT BOUTIQUE FIRMS HAVE A CHANCE TO MAKE IT BIG WITH THE HELP OF CUTTING-EDGE TECHNOLOGY?

The legal market has traditionally been very competitive in recent years. Though we did see some consolidation on the market where large firms with a wide range of service offering become more dominant, on the other hand there are several smaller boutiques which offer high-quality services at lower prices. Boutiques can especially be successful with a focus on specific legal fields. Being a regional law firm gives us the advantage to advise on the most cutting-edge transactions in CEE, while being strongly embedded in local markets and communities. When advising clients, we also draw on the experience of our colleagues in the Schoenherr network which is an added value to clients.

HOW DO YOU RATE THE INCOMING TALENT POOL OF FRESH GRADUATES? MANY COMPLAIN IN GENERAL THAT THIS NEW GENERATION IS DIFFICULT TO DEAL WITH.

As the world changes, so do generations. There are still many young talents on the market, but nowadays it requires more work and focused effort to find and attract them than earlier. It is true that new generations must be treated differently, involved and motivated in a different way than lawyer generations who graduated 15-20 years ago, this is a continuous collaborative work in our team. Generations do shape and learn from each other and this diversity just makes the entire team stronger. Luckily, we have not experienced big difficulties in finding and retaining young talents so far, but – as I said – it requires continuous effort.

