

# The LEGAL 500



PHOEBUS,  
CHRISTOS  
CLERIDES  
& ASSOCIATES

ADVOCATES /  
LEGAL CONSULTANTS

Interview with...

## ALEXANDROS CLERIDES, ASSOCIATE

Associate Alexandros Clerides explains how the firm is adapting to clients' changing needs'

### **WHAT DO YOU SEE AS THE MAIN POINTS THAT DIFFERENTIATE PHOEBUS, CHRISTOS CLERIDES & ASSOCIATES LLC FROM YOUR COMPETITORS?**

This is not another law firm. This is a family run law firm. We don't just work as a team, we work as a family and we care about our clients as much.

### **WHICH PRACTICES DO YOU SEE GROWING IN THE NEXT 12 MONTHS? WHAT ARE THE DRIVERS BEHIND THAT?**

Corporate criminal liability. The banking sector has taken a huge blow in Cyprus since 2013 due to the economic crisis. Big organisations including banks are under great scrutiny and can no longer hide behind the "corporate veil".

### **WHAT'S THE MAIN CHANGE YOU'VE MADE IN THE FIRM THAT WILL BENEFIT CLIENTS?**

At the time being my sole focus is my career and going the extra mile to meet the client's needs is my daily routine. Setting such an example for the rest of the lawyers in our firm ultimately brings change that benefits our clients.

### **IS TECHNOLOGY CHANGING THE WAY YOU INTERACT WITH YOUR CLIENTS, AND THE SERVICES YOU CAN PROVIDE THEM?**

Our law firm is present online through our website and social media pages. Clients can and do contact us 24/7. Sometimes questions requiring simple yes or no from your legal advisor can go a long way. Time and cost effective for both sides. We have also recently digitalised our massive law library consisting of almost 5000 legal books which gives our lawyers access any day, any place through their mobiles.

### **CAN YOU GIVE US A PRACTICAL EXAMPLE OF HOW YOU HAVE HELPED A CLIENT TO ADD VALUE TO THEIR BUSINESS?**

Helping a client defend his business assets is only the start. When a client is facing corporate criminal procedures, what's at stake is more than his company value.

### **ARE CLIENTS LOOKING FOR STABILITY AND STRATEGIC DIRECTION FROM THEIR LAW FIRMS – WHERE DO YOU SEE THE FIRM IN THREE YEARS' TIME?**

Clients are looking for a law firm that can accommodate all their needs. Corporate services, legal consulting, litigation, arbitration; we at Phoebeus, Christos Clerides & Associates LLC have it covered since 1950.

