

TRIUMPH AMONG THE EUROPEAN ELITE

Gecić Law Wins Law Firm of the Year Award for Southeastern Europe

Gecić Law was named Law Firm of the Year: South East Europe for the third consecutive year at the prestigious The Lawyer European Awards 2025 ceremony, held in early December in London. This significant award, presented by The Lawyer magazine, was bestowed upon the firm in a year when it had been a finalist for the eighth consecutive time. In this interview, we discuss this achievement as well as the importance of leadership in law with Bogdan Gecić, the founder of the firm and one of the most prominent young legal leaders in the region.

Let's start with your biggest success in 2025, the The Lawyer European Awards 2025. What does this award truly mean, and how often does it happen that a firm wins this recognition multiple times?

The very fact that this award is referred to as the "Oscar of the legal profession" indicates its significance, as well as our triumph among the very elite of European law. The category in which we won encompasses a market with over 150 million people, covering Turkey and the Balkans. Statistically speaking, having won this title three times and been a finalist for eight consecutive years, we are among the top one percent of the best-ranked firms in Europe. Honestly, we did not believe it was possible to win again in such a short period, given that we had already won the award in 2020 for the Balkans and the inaugural Southeastern Europe award in 2021. I am proud of our team, which consistently sets new benchmarks and proves that we can compete on equal footing with the best in Europe and beyond.

Who are the people who make up the jury, and what did they recognize in your work?

The jury comprises true elites in the legal world. These are leading lawyers and business leaders from multinational companies, including L'Oréal, Nestlé, Shell, Citi, and many others. The competition is extremely strong. The jury in London selects the winner based on exceptional achievements, often a combination of growth, strategic moves, high-profile cases, and a commitment to innovation. Our third win in just five years demonstrates that we stand shoulder to shoulder with the European legal elite in terms of innovation, client satisfaction, and regional leadership.

Aside from the awards, what has defined this year in terms of expanding your business, positioning yourself in the region, and beyond?

This is primarily the result of a clear vision and a brave, long-term development strategy. By opening an office in Brussels in 2025, we entered a new phase of growth and became the first firm east of Germany with such a caliber of presence in Brussels. Our goal is clear—to be a fast track for our clients to Brussels and beyond. This role is especially illustrated by our pioneering work advising clients on the EU CBAM regulation, which will have far-reaching consequences for the economies of the Western Balkans. We organized the first regional conference dedicated to this topic, bringing European institution representatives to Belgrade and creating space for meaningful dialogue between policymakers and the business community.



This year has also been marked by unprecedented results in managing the most complex regional and international high-value projects, as well as further development of long-term partnerships with prominent international clients such as the EBRD. At the same time, we are successfully supporting the international expansion of exceptional domestic companies like VegaIT, helping them to tap into distant markets in the Middle East and Africa.

Such a unique global reach and influence has earned us exclusive membership in the elite international legal organization TerraLex, where I have the honor of serving as Vice President for Europe. Our AI legal practice, which we were among the first to launch, has been recognized by global innovators. We were selected as one of only a thousand participants worldwide in the AI Business Fellowship Program by the prominent AI startup Perplexity. Our team had the exclusive opportunity to use Perplexity's most advanced solutions.

What can your clients expect in 2026?

Un 2026, the focus will primarily be on deeper partnerships with clients—to identify risks in advance, build strategies, and turn challenges into competitive advantages. All of this will be built from Belgrade, our center of knowledge and development, with continuous investment in young lawyers. Opening the Brussels office has allowed us to attract and develop talent from the international scene. That's why our plan for 2026 includes participating in the ISIP (International Student Interview Program – NYU School of Law) job fair for the first time, as well as at the fair organized by Columbia Law School. This is just the beginning, with surprises ahead. I can announce more countries and entirely new lines of service. Get ready, we're just getting started!