

Musat & Asociatii advised ADESGO on the sale of its business related to the manufacturing, marketing and selling seamless apparel



Musat & Asociatii advised Adesgo SA, the biggest producer of seamless underclothing in Romania in connection with the sale of its business related to the manufacturing, marketing and selling seamless apparel to Tefron Europe, part of an Israeli group, developer and manufacturer of seamless product, recently entered to the Romanian market. The transaction was signed in March and is expected to be closed mid this year.

“It’s been almost 100 years since the mother company Rotex was established and I am proud that the dedication of the people resulted in the company’s growth throughout the years. Due to a number of reasons, time has now come to move on, but I am satisfied that our agreement with Tefron ensures continuity to great loyal workers of Adesgo and Rotex, as well to some of our major very loyal clients. Adesgo will still be active on local Romanian market with its growing Diamond brand for selling leg wear and pantyhose for leading customer accounts as well as distributors.

From a legal and business perspective, we’ve come a long way since, several years ago, Adesgo took the decision to sell its factory and transfer part of its business. I would really like to thank Musat team for always being there when needed and for such a professional and business-oriented legal advice. Thanks to their tireless efforts, attention to detail, and impeccable legal skills, the entire process went smoothly and efficiently. I appreciate their commitment to keeping me informed every step of the way, while their guidance and professionalism were invaluable throughout the entire transaction” declared **Raanan Sobel**, Sole Administrator of Adesgo.

“We are congratulating the parties involved for successfully signing this transaction! Everybody’s hard work and involvement were instrumental in ensuring a smooth and efficient outcome. Our business relationship with Adesgo goes back many years in the past and our reciprocal trust and cooperation played a pivotal role in getting this over the finish line. We appreciate the opportunity to work towards achieving the best possible outcome and we are confident that this successful transaction sets a positive precedent for future business dealings and strengthens our mutual confidence”, declared [Monia Dobrescu](#), Partner Musat & Asociatii.

Musat & Asociatii team was coordinated by Partner **Monia Dobrescu** and Managing Associate **Madalina Trifan**. Experienced lawyers like Managing Associate *Alina Man*, Managing Associate *Simona Anton* and Senior Associate *Cristian Cepesi* were part of the legal team.

Muşat & Asociații stands for the highest level of expertise and commitment in assisting clients in their business.

Muşat & Asociații provides consulting services in all business law areas, including Mergers & Acquisitions, Privatization, Real Estate, Banking, Energy & Natural Resources, Competition, Corporate, Telecommunications & IT, Labour, Tax, Capital Markets, Environmental Law, Litigation & Commercial Arbitration and Criminal Law. Recognized as one of the pillars of Romania's business law practice, Muşat & Asociații is constantly recommended by international specialized publications (Chambers & Partners, International Financial Law Review, Legal 500 etc.) as a leading law firm in Romania. Besides, many of its attorneys have been nominated by such publications among the elite of business law in Romania.

Also in 2022, Muşat & Asociații was the winner of the award "Eastern Europe Law Firm of the Year" during the gala organized in London by LMG Life Sciences, one of the most prestigious international guides which awards the law firms and lawyers behind some of the most innovative and challenging projects in the EMEA, USA and Canada, together with its sister companies International Financial Law Review, Benchmark Litigation, Managing IP, Expert Guides și ITR.

In 2019, Muşat & Asociații won the "Law Firm of the Year in Romania" award, a distinction handed out by the "The Times Legal Innovation, as well as awards for the areas of practice: Mergers and Acquisitions/Privatization, Infrastructure and PPP/Public Procurement and Criminal Law.

In 2018, Muşat & Asociații was awarded by prestigious magazine, CEE Legal Matters, for the largest M&A Pharma transaction in Romania (Dr. Max acquisition of A&D Pharma group). Also in 2018, The Times legal Innovation granted awards for the areas of practice: Mergers and Acquisitions/Privatization, Infrastructure and PPP/Public Procurement and Criminal Law.

In 2016, Muşat & Asociații received the award for the largest transaction in the energy field, for assistance granted to Sterling Resources in the process of sale of operations in Romania to Carlyle International Energy Partners, as well as the award for the largest HORECA transaction for assisting Premier Capital in purchasing McDonald's in Romania (awards granted by Ziarul Financiar, during the Attorney Gala).

In 2015, Muşat & Asociații won the "Law Firm of the Year in Romania" award, a distinction handed out annually by the reputed British publisher "The Lawyer", and in 2013, Muşat & Asociații was appointed "Law Firm of the Year in Romania" by International Financial Law Review (IFLR), and this was the second time when the firm was granted this prestigious award, after the distinction received in 2011 (when Romania was included for the first time on the list of countries nominated for the International Financial Law Review (IFLR) awards).

Moreover, in 2012 Muşat & Asociații won the Gold Award for the "Best Law Firm in Central and Eastern Europe", an accolade awarded by the 2012 International Legal Alliance Summit & Awards, and in 2011, the renowned publication Chambers Europe awarded the "Romanian Law Firm of the Year" trophy to Muşat & Asociații, the law firm with the best performance in Romania, during the "Chambers Europe Awards for Excellence 2011" gala.