

## PRIMECASE



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## ARBITRATION LAW FIRM OF THE YEAR IN THE UNITED ARAB EMIRATES

**PRIMECASE is a recognised leader in dispute resolution and ADR, known for its success across the MENA region and beyond. The team, including Founding Partners Mohammad Alshraideh and Dr Mohammed Zaidan, are distinguished for their extensive experience as co-arbitrators and tribunal chairs in high-value, complex cases.**

The firm's involvement spans notable arbitration bodies, such as the ICC, DIAC and DIFC-LCIA, where they deliver effective, client-centred solutions. This depth of expertise has earned PRIMECASE rankings in Legal 500, Chambers and other respected directories, underscoring its commitment to excellence.

Today, PRIMECASE specialises in arbitration, mediation, negotiation and online dispute resolution. Its high-profile cases involve parties from Saudi Arabia, the UAE, Jordan, Europe and beyond in disputes valued at billions. In these matters, the firm provides tailored solutions that address the clients' intricate legal needs.

Dr Zaidan noted: "Our key differentiator is a deep-rooted experience in international and regional arbitration, combined with a client-focused approach. Our core strength is our ability to achieve favourable outcomes through strategic settlements and enforcement of arbitration awards, as well as extensive experience in high-stakes arbitration. Our ADR team is highly skilled at securing beneficial resolutions outside the courtroom, minimising time and costs for the clients. We are further strengthened by our team's diverse backgrounds and education from prestigious institutions, enabling us to serve clients effectively across multiple jurisdictions."

According to Dr Zaidan, clients currently face significant challenges in securing fair resolutions within complex legal environments, particularly

in cross-border and high-value disputes. PRIMECASE addresses these challenges by leveraging its extensive arbitration expertise and familiarity with leading arbitration institutions while also focusing on proactive case management – employing strategic negotiation and settlement methods to resolve disputes amicably where possible, as well as ensuring robust representation in contested cases.

Clients range from prominent multinational corporations and government entities to influential regional businesses, particularly within such sectors as construction, energy, insurance and financial services. These clients seek comprehensive guidance and rely on PRIMECASE to ensure cutting-edge representation.

Dr Zaidan added: "One of our landmark achievements involved a favourable arbitration outcome for a Saudi client in a dispute totalling more than four billion AED, under ICC Rules. In this case, which involved a major multinational corporation, our team successfully refuted substantial counterclaims while securing most of the claimed amounts for the client. Moreover, we enforced an arbitration award of AED 180 million in Dubai under LCIA/DIFC Arbitration Rules.

"Meanwhile, technological advancements have significantly streamlined our operations. AI tools enhance our research efficiency, enabling deeper insight into case precedents and complex data. Similarly, video conferencing has made client communication and international arbitration hearings more accessible, allowing us to maintain strong client engagement across differing time zones. Last, but not least, developments in FinTech aid our work in managing cases involving financial disputes – providing real-time financial analysis that supports swift, data-driven decision-making."