

Africa Lawyers on Demand Service

Africa's first full-scale 'lawyers on demand' service has launched, with operations based out of Johannesburg, South Africa.



Image by 123RF

[Imani](#) will offer tailored legal solutions across the African continent and across economic sectors on a demand basis, tapping into a large pool of skilled and qualified lawyers with experience at big firms.

Imani is the first of its kind for Africa in that it combines the flexibility of an in-house resource with the guaranteed support and quality of a major law firm.

African legal clients are demanding a practice model that is cost-effective and transparent. With a cost model that is scaled to the client's needs and a service model that is tailored to the job, Imani says that it can extend support for any scenario, whether it's providing experienced contract lawyers, reviewing documents for litigation or due diligence, offering specialised in-country representation or outsourced general counsel.

"Working as a legal advisor across Africa, I have witnessed first-hand the need for an agile and flexible offering that is specifically designed for clients and their needs," said Tiyani Majoko, executive director of Imani.

"We continue to see a lot of potential and investment in legal representation in Africa. Imani's outside of the box thinking can seize those opportunities in a way that a one size fits all traditional legal approach cannot," Majoko said. Imani would first focus on developing relationships with major South African companies and then expand throughout the sub-Saharan region.

The service will target quickly developing economies such as Ghana, Equatorial Guinea, Angola, Ivory Coast, Nigeria and Kenya. After that it will enter markets with near-term potential like Mozambique, Congo, Botswana, Cameroon, Gabon and Tanzania within the next 12 months.

"The vision of Imani is to transform the African legal landscape the same way that firms like Lawyers on Demand and Axiom pioneered the model in Europe and North America," Majoko said.

Imani is recruiting 60 lawyers initially and is projecting a talent pool of 400 lawyers within 16 months. Its lawyers have global experience at big law firms and education from top African, European and North American universities.

Imani is a direct response to the changing legal landscape and the tremendous economic growth opportunities present on the African continent. Its team of specialists will extend support in the following practice areas: Mergers and Acquisitions, Corporate Governance and Compliance, Banking and Finance, Energy, Oil and Gas, Mining, Labour Law, Broad Based Black Economic Empowerment Advisory, Contract and General Commercial Services.

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