

September 2, 2026

Our firm represented McCann Tel Aviv

News

Our firm represented McCann Tel Aviv as a respondent in a petition before the Supreme Court (sitting as the High Court of Justice) concerning a tender for advertising and media services issued by Maccabi Healthcare Services. The Supreme Court dismissed the petition in limine, accepting our firm's arguments that the dispute unequivocally constitutes a "tender matter" and that jurisdiction therefore rests with the Court of Administrative Affairs. The Court further ruled that the Ministry of Health is not to be viewed as a "Supreme Tender Committee" authorized to administer or supersede the health maintenance organization's discretion in tender procedures. In addition, legal costs were awarded in favor of McCann, Maccabi, and the government ministries.

Key Contacts



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