

**Circular No. (1) of 2024**

**on Solicitation of Legal Services by Representatives, Intermediaries and other Staff  
of Advocacy and Legal Consultancy Firms in the Emirate of Dubai**

**From: The Director of Advocates and Legal Consultants Affairs Directorate**

**To: Managers of Advocacy Firms and Legal Consultancy Firms in the Emirate of Dubai**

**Advocates and Legal Consultants registered in the Emirate of Dubai**

As part of the keenness to observe rules of conduct for the advocacy and legal consultancy profession in the Emirate of Dubai and to enhance trust of clients in the services provided by advocacy and legal consultancy firms, the Government of Dubai Legal Affairs Department recently noticed that representatives, intermediaries and other staff of some advocacy and legal consultancy firms are soliciting for the provision of legal services in a manner that is inconsistent with the dignity, ethics and customs of the Profession.

Federal Decree Law No. (34) of 2022 Regulating Advocacy and Legal Consultancy Profession prohibits, in Clause (1/h) of Article (45), an advocate from promoting himself/herself in any manner that goes against the ethics of the profession, by any means of promotion or enticement by intermediaries. In addition, Clause (2) of the same article stipulates that "Whoever violates the provisions of Clause [1] of this Article shall be subject to the disciplinary measures, without prejudice to any other penalties set forth in this Decree Law and the laws in force in the State". Moreover, Article (4) of Administrative Resolution No. (54) of 2022 Concerning the Regulation of Disciplinary Accountability of Advocates and Legal Consultants in the Emirate of Dubai determines the types of violations as "Misconduct Violation and Professional Violations" and stipulates that "A Misconduct Violation, being any action that discredits and is inconsistent with the dignity, ethics and customs of the Profession".

Accordingly, the Department calls upon advocacy and legal consultancy firms licensed to operate in the Emirate to observe that solicitation should be consistent with the ethics of the profession and to refrain from using any means of marketing by representatives, intermediaries and other staff working in these firms that may discredit and be inconsistent with the dignity, ethics and customs of the Profession.

**We are looking forward to your full compliance with the content of this Circular.**

[signed]

**Dr. Juma Obaid Dhaen AlFalasi**

**Director of Advocates and Legal Consultants Affairs Directorate**

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