

# Proskauer Represents Accor in Global Venture with Faena Group

January 26, 2021

**NEW YORK**, January 26, 2021 – Proskauer, a leading international law firm, today announced that it represented longtime client Accor in the launch of a global strategic partnership with Faena Group focused on expanding the Faena brand around the world.

Faena, one of the world's most impactful brands in the luxury lifestyle and hospitality industry, will work in partnership with Accor to break new ground, developing Faena Districts in select global destinations. Dubai is slated to be the first international destination. The new venture also will manage Faena Buenos Aires and Faena District Miami Beach, as well as all future projects created in collaboration together.

Proskauer has represented Accor for more than 23 years in numerous transactions and other matters in North and South America, Europe, Asia and Australia with aggregate deal value of more than \$10 billion. Proskauer recently advised Accor in taking full ownership of the sbe hotel brands, and continues to advise Accor on its negotiations with Ennismore to form the world's leading lifestyle operator in the hospitality sector.

The Proskauer team was led by partner [Jeff Horwitz](#), who co-heads our [Private Equity Real Estate](#) and [Hospitality, Gaming & Leisure](#) Groups, and partner [Yuval Tal](#), who co-heads our [Hospitality, Gaming & Leisure](#) Group and manages our [Hong Kong](#) and [Beijing](#) offices. The team also included partner [Stuart Rosow](#) and associate [Amy Zelcer \(Tax\)](#) and associates [Michael Saliba](#) and Elena Roeva ([Corporate/PERE](#)).

## Related Professionals

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- **Jeffrey A. Horwitz**  
Partner
- **Yuval Tal**  
Partner
- **Stuart L. Rosow**

- **Amy Zelcer**

Special Tax Counsel