Advant Beiten targets cross-border growth with London debut

By Noemi Distefano, September 17, 2025

Partners Sebastian Diehl and Martin Seevers reveal why the firm set up in London and discuss the city's growing demand for German legal expertise

Advant Beiten has established a London office to provide German legal expertise to UK and international clients, with a core focus on cross-border M&A.

The new office, formally launched on September 8, marks the firm's first UK presence.

Advant Beiten, is part of the Advant association, an alliance of three leading independent European firms in Germany, Italy and France, founded in 2021.

In London, Advant Beiten will work alongside its Italian alliance partner Advant Nctm, which has been operating in the city since 2008. Together, and alongside Advant Altana in France, the firm says it aims to strengthen the alliance's pan-European reach and provide clients with seamless cross-border legal services.

Following last week's launch, IFLR spoke to the firm's London resident partner in the corporate and M&A practice Sebastian Diehl, and Martin Seevers, partner in the tax and dispute resolution practice at the firm's Hamburg and London offices.

Diehl and Seevers delve into the strategy behind the move, how the firm differentiates itself in the London market and reveal the opportunities ahead.

Direct gateway

For Diehl the decision to establish the London office has three main drivers.

First, is to complement Advant Nctm's offering, by anchoring German expertise locally, and leveraging London's role as a financial hub.

"What we're doing now is adding a German team — bringing in Advant Beiten's capabilities and creating a direct gateway into Germany," Diehl tells IFLR.

"Secondly, many of our clients are in the UK, and many are international – and we go where our clients are."

Diehl argues that London remains a key hub for cross-border transactions in Europe.

"Representing the three largest continental economies, it's crucial for us to be here," he continues. "Brexit hasn't changed London's role – our clients still work through London, and international law firms value our presence here."

Seevers also notes that clients increasingly value in-person support. "Clients increasingly want us present in person, not just through travel or online meetings," he says.

“We see this office developing as a bridge between London and continental Europe, especially into Germany, and vice versa.”

The decision to appoint Diehl as partner in residence was also not casual. A “born and raised” German lawyer, Diehl has spent the last decade of his career in London working on cross-border corporate M&A.

In addition, he joins the firm from the London office of Standard Chartered, where he led the legal coverage on several of the group’s M&A and venture capital transactions.

“That perspective has shaped me as an adviser: not only structuring and executing deals but also understanding the pressures behind them,” he recalls.

“In London, that’s the value we want to bring — well-rounded advice and expertise to solve problems in the environment our clients operate in.”

Germany meets London

Advant Beiten has set up a London team of partners across key service lines, including employment, banking and regulatory, white-collar and tax crime, antitrust and M&A.

“We want to bring the full-service capabilities of our German firm to London,” says Seevers.

He adds that Advant Beiten’s client base reflects Germany’s economic backbone.

“Mid-market and large family-owned businesses, alongside significant work in the public sector and in the financial sector,” he explains.

Diehl echoes Seevers’s comment, and stresses that the “Mittelstand”, Germany’s mid-sized market, is the firm’s distinctive strength.

“A large proportion of PE and strategic investment activity in Germany takes place in this segment, driven by both capital needs and a major wave of successions,” he notes. “This creates significant opportunities for strategics, sponsors and private capital.”

From London, Advant Beiten plans to connect global investors to this market.

“The dynamics of these deals are unique — far more complex than standard buyouts — requiring navigation of regulatory, public law and other challenges and nuances. That’s where we add value,” argues Diehl.

He concludes: “From London, we connect international investors to this market, working seamlessly with our alliance partners in Italy and France.

With the backing of 250 lawyers and tax advisers in Germany, we offer clients both local insight and cross-border execution, making us a gateway into one of Germany’s most dynamic segments.”