

## **LATIN LAWYER 250 - 2012 EDITION**

### **EDITORIAL ANALYSIS**

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#### **PEREIRA NETO | MACEDO ADVOGADOS**

*“Up-and-coming firm with strong antitrust skills”.*

*“Less than a decade in, this noteworthy young firm has shown it can compete against, and take work from, much bigger and more experienced rivals. It is run by a set of young but well-regarded partners, with a particular expertise in competition and regulatory law, but an increasing set of finance and other deals as well. It also has an agility and energy in its approach which some have begun to miss in the giant firms at the top of the market – and Pereira Neto | Macedo intends to take full advantage of that”.*

#### **PEOPLE & PRACTICES**

##### **ANTITRUST & COMPETITION**

*“It is in the competition sphere that the firm punches most above its weight in the marketplace, largely thanks to the noted skills of Caio Pereira Neto; his expertise is such that he is regularly called in to co-counsel other firms on this list who find themselves lacking in the kind of antitrust expertise Brazil’s mega deals require. The other key partner in the area is Paulo Leonardo Casagrande; between them they have worked on Oi/Brasil Telecom, the US\$3.5 billion merger of the country’s first and fourth largest telecoms operators, and Braskem/Quattor, which created the largest petrochemical company in the Americas. Both Oi and Braskem have continued to work with the firm on other regulatory matters, the former to defend it against charges of price discrimination on interconnection fees, and the latter in a dispute over the right to build a pipeline. Other behavioural work has seen them in action for IT services provider Politec, which settled a bid-rigging allegation for R\$30 million with CADE, and in other high-profile bid-rigging claims in the infrastructure sector. Clients rave about the service: ‘The firm establishes a real partnership with their clients and takes care of the matters with great attention, taking all possible steps to ensure that everything possible was done for each case. In addition, the firm is extremely precise in their opinions and petitions to the authorities,’ says one, while another ‘was really impressed with the quality and timing of their work, and, during all the operation, they were constantly giving me feedback. [Pereira Neto and Casagrande] are excellent lawyers, and I would definitely work with them again’.”*

## TELECOMS & MEDIA

*“The firm’s competition and regulatory experience has led to a specific and highly-regarded expertise in telecoms work, with Oi and parent company Telemar turning to them regularly, for instance to advise on ANATEL’s massive planned overhaul of the regulation of the sector. Another client notes that ‘the firm has been increasingly improving their expertise in regulatory matters’, largely through its advice to the industry association, Sinditelebrasil, ‘leading important litigation against the regulatory agency in complex matters’.”*

## CORPORATE AND M&A

*“The firm has a growing M&A practice, not yet landing the same punches as its regulatory practice, but noteworthy nonetheless: Ricardo Ferreira de Macedo is the key name, in 2011 advising Cielo, the Brazilian credit and debit card processing arm of Visa, in its acquisition of Braspag, and the sellers when Hypermarcas acquired York, a producer of personal care products. However, at the very beginning of 2012 the firm lost the noted corporate expertise of former name partner Sergio Brasil in Rio, who decided to leave the partnership to pursue his own projects”.*

## OFFICES

*“The firm was born in Rio de Janeiro, but today says the São Paulo base is as important, and growing more quickly. As befits a firm with a strong regulatory practice, it also has a base in Brasília”.*

## PRO BONO

*“The firm is impressively committed to pro bono for such a young firm, with associates expected to dedicate 30 hours per year to pro bono clients, including NGOs such as Um Teto para meu País, Instituto Sou da Paz, and Fundação Lemann, which aims to improve public education in Brazil”.*