

member of the Brazilian Olympic Committee and a Director of the Sylvio de Magalhães Padilha NGO for the support of Sports and the Olympic Movement.

PEREIRA NETO MACEDO ADVOGADOS

Noted antitrust and regulatory expertise	
Established:	2004
Total lawyers:	36
Partners:	11

The core of this young and ambitious firm is its regulatory skills, particularly in antitrust, telecoms and infrastructure, in which it is very highly regarded by its clients; from this base, it is building successful PPP and corporate practices. The firm has seen a number of changes since its foundation 10 years ago, but its core expertise remains unchanged, particularly in the eyes of its clients – those who have won landmark battles with the government within an increasingly heavily regulated environment remain its ardent fans. Moreover, the team have battled back, adding a noteworthy litigation group and promoting from within their own ranks, as well as adding a media and IP partner. Clients also comment upon its attentive and personalised service.

PEOPLE & PRACTICES

ANTITRUST & COMPETITION

The team at Pereira Neto punches well above its weight in terms of antitrust work, even within an increasingly competitive marketplace. **Caio Mario Pereira Neto** is highly regarded in the field, known for his broad regulatory expertise; second-in-command **Paulo Leonardo Casagrande** also has a remarkable reputation in the field for his age. Clients comment on the team's excellent relationship and negotiating tactics with CADE; this in-house counsel, who recently swapped from an antitrust boutique, says that so far, Pereira Neto 'has been outstanding, in a really complex case; he has kicked CADE into action and left us with a very good impression indeed.' Notable work over the last year includes advising CSN, after CADE imposed a strict injunction forbidding it from increasing its stake in rival Usiminas; the team has won a partial loosening of the judgement and work continues. The team also persuaded CADE to pass a cooperation agreement between two credit agencies which implied market concentration of over 70 per cent, concluding two years of negotiations in 2013; the group also has a role in the high-profile cement cartel investigation. At the very beginning of 2014, regular client Telemar faced a case for abuse of dominant position, creating complex work through

the rest of the year for the firm. Pereira Neto comes recommended in *LACCA Approved*, in-house counsel research conducted by *Latin Lawyer's* sister association, the Latin American Corporate Counsel Association.

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, and more recently on an antitrust case about anticompetitive behaviour filed by a rival. They were also involved in the recent 4G auction for a major company. One very large tech client says, 'The firm was chosen because it is extremely well-positioned to provide expert advice on the legal framework for cutting-edge, disruptive technologies. Partner **Caio Mario Pereira Neto** in-depth knowledge of competition law, content regulation, and communications law is unrivalled in Brazil. Moreover, his team is dynamic, responsive, sharp, and constantly provides useful insights to its clients' strategies, including on policy issues.' In early 2013, the firm hired a professor in intellectual property and technology law, **Ronaldo Lemos**, as partner to head the firm's media and IP practice; the firm has a raft of very high-profile internet clients.

CORPORATE AND M&A

The firm has a steady M&A practice, somewhat piling in comparison to its regulatory practice, but winning client praise nonetheless: One client says, 'They are very proactive, dedicated and pragmatic and we are delighted with the quality of the legal services provided.' **Ricardo Ferreira de Macedo** and **Paulo Messina** are the key names for both corporate and financing work, with previous work for Santa Terezinha and Swiss dental implant company Straumann.

ADMINISTRATIVE LAW

The firm's broad regulatory expertise is certainly evident in its significant administrative law practice, with a number of Brazil's larger projects currently under the care of **Caio Mario da Silva Pereira Neto** and his team. Two major construction companies with an eye on a major road project in São Paulo hired the firm after the initial bidding documents precluded their involvement; after a successful case in the Federal Court of Auditors, the companies were allowed to present qualification documents for the bid. Another noteworthy mandate is representing one of the two consortia which have so far qualified to bid for the contract to extend Line 2 of São Paulo's subway; constructor Consbem is the

main client of the group. The team is also representing a consortium on a major transport project in São Paulo, after their winning bid was subject to accusations of bid rigging; three separate court or administrative cases are proceeding. The regulatory expertise is backed up by the litigation team of three partners, who merged their boutique into the firm in 2012.

OFFICES

The vast majority of the team are based in São Paulo. 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.

PINHEIRO GUIMARÃES – ADVOGADOS

Excellence in finance	
Established:	1922
Total lawyers:	70
Partners:	39

Pinheiro Guimarães may be the oldest major firm in the Brazilian market, but when it comes to technical knowledge and service style, the firm is cutting-edge: it offers deep, consistent and focused excellence in all types of finance work, and the banking community in Brazil knows it, and is grateful. The firm is relatively small for the market in which it operates, but this in part allows it to focus on personalised, partner-level service and on quality across the board. At its core the firm remains run by members of the Pinheiro Guimarães family, who also uniformly head deal teams across the practice areas; whether by nature or nurture, however, the family has created a remarkably high number of excellent financial lawyers, so clients have come to rely heavily on their services. The family run the firm as a business, saying that by controlling firm management they allow their lawyers to focus on what they do best: run complex, high-profile financial deals in a way which has kept them in the elite, and very happily competing with much bigger firms, for many years. Critically, undemocratic does not mean unmeritocratic; the firm pays lawyers well, fosters them academically, allows a flexible approach to their career (including creating space for non-rainmakers) and heavily focuses on organic growth to ensure the lawyers see opportunities in the future

– indeed the partnership is full of people without the surname Pinheiro Guimarães. Lateral hires do happen, but are so rare that someone who has been with the firm a mere five years is a newcomer. That has ensured the firm almost incomparable stability in a turbulent market – partners simply don't leave Pinheiro Guimarães – which in turn reinforces the value and return on the firm's excellent training and education policy. Moreover, by shunning the full-service model, the firm offers a very large finance team with a full complement of specialties, but within the structure of a small firm, which assures them a pipeline of deals so large and consistent that it is in the enviable position of selecting the matters and cases it wants to work on. In short, the firm has a name for consistent, reliable excellence – and the financial community is grateful for that.

PEOPLE & PRACTICES

BANKING & FINANCE

The firm is in the elite of the banking and finance bar in Brazil, providing strong competition for much larger firms, and offering a service which matches anyone in terms of calibre but differentiates itself by the depth of involvement of the firm's most senior players. They are, in São Paulo, **Francisco José Pinheiro Guimarães** and **Ivie Moura Alves**; and in Rio, **Plinio Pinheiro Guimarães** and the respected **Francisco Pinheiro Guimarães**, who still has a notably active practice in his seventies. While teams are headed by a member of the Pinheiro Guimarães family, the firm is notable for its strength in depth, with **Beatriz Fortuna** and **Bruno Lardosa** in Rio de Janeiro also highly recommended. The firm is regular external counsel to Citigroup (for example on a high-profile M&A in 2013) and Itaú, and is a key part of the corporate finance planning of companies such as Votorantim and Globo. **Fábio Yanitchkis Couto** is developing a particular speciality in structured finance and trade finance. The firm also has a busy practice in fund work, both for private equity and increasingly for real estate developers as that market builds in Brazil. **Plinio Pinheiro Guimarães**, **Moura Alves** and **Lardosa** come recommended in *LACCA Approved*, in-house counsel research conducted by *Latin Lawyer's* sister association, the Latin American Corporate Counsel Association.

CAPITAL MARKETS

Of course, the firm's excellence in finance ensures they are one of the inner circle of capital markets teams, appearing time and again on the country's high-profile deals. In São Paulo, the leading lawyers are again **Francisco José Pinheiro Guimarães** and **Ivie Moura Alves**; the pair are underwriters' counsel of choice,

PEREIRA NETO | MACEDO

ADVOGADOS

Pereira Neto | Macedo Advogados is formed by highly qualified professionals dedicated to the provision of innovative and creative solutions tailored to meet the needs of its clients, based in modern facilities in the cities of São Paulo and Brasília.

The firm is known for its unique manner to explore the various areas of law that affect business activities, supported by the extensive and varied experience of its partners and key associates who have previously worked in renowned Brazilian and global law firms, national and multinational corporations, government agencies and multilateral institutions. Moreover, many of the partners are widely recognised as leading scholars in their respective areas of expertise. Finally, the firm is able to provide superior service due to a low associate/partner ratio and a high proportion of senior associates (in comparison to other Brazilian firms).

Pereira Neto | Macedo has been active in a wide range of business areas and our team is able to handle from the simplest to the most complex and challenging matters, providing a seamless and high level service across the practices. We have assisted industry conglomerates, large financial institutions, leading contractors, incumbent utilities and multilateral agencies in some of their most challenging legal matters.

Main areas of practice

Administrative and regulatory law: Pereira Neto | Macedo has been working on a variety of important matters involving public law issues, especially in relation to infrastructure projects and regulated sectors. The firm has extensive experience on public procurement, administrative contracts, concessions and public-private partnerships, environmental licensing and urban planning law.

Antitrust: The firm has been standing out as one of the leading firms in the country in the area, having represented large Brazilian and foreign corporate clients in many important transactions and investigations before competition authorities.

Arbitration & litigation: Pereira Neto | Macedo has a specialised team for civil and commercial litigation and arbitration, with extensive experience in cases involving corporate and business matters, as well as regulatory issues, consumer claims and civil liability.

Corporate and M&A: Pereira Neto | Macedo has been active in many important corporate transactions involving public and private corporations (including family-owned businesses). The firm assists companies, institutional investors and financial advisors to develop and implement such transactions, and its assistance includes the gamut of activities from negotiation and structuring of the deal to interface with regulatory and competition authorities.

Labour: The firm has extensive experience on judicial and administrative litigation related to public lawsuits, occupational accidents and labour suits. In addition, it evaluates possible consequences of employment and pension issues in complex transactions.

Media and intellectual property: Pereira Neto | Macedo provides comprehensive legal service in the areas of media, internet, technology and intellectual property, assisting clients with issues such as collective management of intellectual property rights, patent and internet litigation, start-ups, licensing and rights clearing, privacy and data security.

Tax: Pereira Neto | Macedo has a specialised department in a great variety of tax issues, including direct and VAT taxes, offset procedures, taxation on financial, securities and real estate transactions, international tax law, transfer pricing, foreign trade, development and implementation of tax, corporate and estate planning, among others. Such practice has also a specific area dedicated to administrative and judicial tax litigation, at federal, state and municipal levels.

Clients

Pereira Neto | Macedo advises leading Brazilian and multinational corporations in the field of telecommunications, internet and media, banking, biofuels (ethanol), transportation, payment cards, petrochemicals, steelmaking, cement, energy, health services, construction, consumer goods, education, among others. Finally, the firm has significant experience in assisting government agencies, state-owned companies, multilateral organisations and trade associations.

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