

WHO'S WHO LEGAL

COMPETITION MARKETPLACE ANALYSIS

OCTOBER 2013

Competition law in Brazil has been particularly active over the past year in light of the Brazil Council for Economic Defense's stated objective to increase the number of cartel and single-firm conduct investigations in the medium term. Lawyers have also been busy in relation to the new competition law, which came into force on 29 May 2012 and changed the institutional design of antitrust enforcement, as well as making significant modifications to merger control. The practice area faces several challenges in the immediate future, such as ensuring that new claims are investigated promptly while also bringing long-standing and highly litigious disputes to a conclusion. Our research identifies 39 lawyers who are lauded for their expertise in the field.

Pinheiro Neto Advogados once again emerges as a leading firm for competition work with an impressive three lawyers selected for inclusion in this chapter; it is clear the firm is a "forerunner in the market". **Cristianne Saccab Zarzur** is a competition law "specialist" and clients describe her as a "dedicated and thorough" practitioner. **José Alexandre Buaziz Neto** is a "respected authority" on a range of competition issues and is "extremely well versed" in matters related to the pharmaceutical industry. The "superb" **Lilian Barreira** has a "notable" competition practice and is recognised by peers for her "practical approach" to advising major clients.

TozziniFreire Advogados is also able to boast three nominations, led by **Marcelo Calliari**, co-head of the firm's competition law practice and a lawyer "of the highest repute". He is one of the sector's "leading lights" and is able to draw from his experience as the president of the Brazilian Institute for Competition, Consumer Relations and International Trade Studies (IBRAC). Fellow co-head of the practice **José Augusto Caleiro Regazzini** is renowned for his "breadth of knowledge" on competition law and he regularly advises both domestic and international clients in relation to mergers, cartels and compliance. **Daniel Oliveira Andreoli** is described by peers as an "excellent negotiator" in relation to leniency agreements and also represents various international companies in proceedings brought by the Brazilian System of Competition Defense.

At Barbosa Müssnich & Aragão, **Barbara Rosenberg** enjoys a reputation as one of the "most sought after" lawyers of the competition bar and emerges as one of the most highly nominated practitioners in our research. Joining her is **José Carlos da Matta Berardo**, a "highly proficient" lawyer in the sector and co-chair of the IP and competition commission of the Brazilian Association of Intellectual Property.

Grinberg Cordovil & Barros Advogados receives two listings. **Mauro Grinberg** is considered a "dean" of Brazilian competition law, and is held in "high esteem" by peers and clients alike. He is a founding member and former president of IBRAC. **Leonor Cordovil** is an "important figure" in the sector, and displays "high levels of competency" in relation to various aspects of competition law.

Levy & Salomão Advogados fields two lawyers in this chapter including **Ana Paula Martinez**, a senior partner in the antitrust practice group, recommended for her "clear and concise" advice to clients involved in domestic and international competition investigations. Also nominated is **Mariana Tavares de Araujo**, a lawyer with "exquisite understanding" of the competition considerations that arise in relation to complex mergers and acquisitions. Prior to joining the firm, she acted as head of the Brazilian government agency for competition enforcement and consumer protection policy for four years.

At Mattos Filho Veiga Filho Marrey Jr e Quiroga Advogados, we recognise two leading individuals. **Amadeu Carvalhaes Ribeiro** has a "distinguished" competition practice and is "very active" in the Brazilian market, while the "industry-leading" **Lauro Celidonio Gomes dos Reis Neto** is "highly valued" by clients for his expertise in competition investigations, especially concerning cartels and abuse of dominance cases.

Pereira Neto Macedo Advogados – PNM achieves two listings in this chapter. **Caio Mario da Silva Pereira Neto** is a "renowned specialist" on competition law and regulation, with a "wealth of experience" in both private and public sector cases. Also nominated is **Paulo Leonardo Casagrande**, described by peers as a "top-notch" competition lawyer. Before joining the firm, he worked at the Secretariat of Economic Law at the Brazilian Ministry of Justice (SDE), where he was a "key figure" in the development of important competition policy issues taken on by the SDE.

At Mattos Muriel Kestener Advogados, two lawyers are described as "essential inclusions" in our list of leading Brazilian competition lawyers. **Ubiratan Mattos** has over 30 years' experience in the sector, and has a "strong handle" on the nuances of complex competition cases. He maintains a reputation as a "major player" in the field and was a founding partner and former president of IBRAC. **Maria Cecilia Andrade** receives praise for her "unrivalled technical skills" in relation to merger clearances and cartel investigations and has further experience advising in regulated sectors including energy and financial institutions.

Trench Rossi e Watanabe Advogados – Associated with Baker & McKenzie International, also earns two nominations in this

chapter. **Tulio Freitas do Egito Coelho** has over 20 years' experience in the sector and commands "great respect" from peers who describe him as a "definitive source of advice" for merger control applications. He also focuses on technically complex abuse of competition cases involving predatory pricing, cartels and vertical restrictions. **Francisco Ribeiro Todorov** is recognised nationally as a "wonderfully skilled" competition lawyer and is especially active in advising on leniency agreements and settlements with the Brazilian competition authority.

At Lino Beraldi Belluzzo e Caminati Advogados, **Eduardo Caminati Anders** is a "competition expert" and regularly advises domestic and international companies in Brazil. He is joined by **Fábio Beraldi**, a practitioner with a "wealth of experience" in the competition sector and an "absolute joy to work with" according to clients.

Magalhães Nery e Dias – Advocacia is also able to boast two inclusions. **Carlos Francisco de Magalhães** is a "revered" competition lawyer with "enviable knowledge" of the complexities involved in the sector. Joining him is the "highly competent and reliable" **Gabriel Dias**, described by peers as one of Brazil's "leading figures".

Sampaio Ferraz Advogados receives two listings in this chapter. **Tercio Sampaio Ferraz JR** has a competition practice of "consistently high standards" and was a member of the government commission that drafted the bill resulting in Brazil's current competition defence law. He is joined by fellow founding partner **Juliano Souza de Albuquerque Maranhão**, a lawyer with an "expert perspective" on a range of competition law issues and former adviser to the president of CADE.

At Machado Meyer Sendacz e Opice Advogados, **Tito Amaral de Andrade** is a "sound practitioner" and current president of IBRAC. He is acclaimed for his "strong grasp" of key competition law issues.

A founding partner at Lobo & de Rizzo Advogados, **Sérgio Varella Bruna** is "driven and pragmatic" and regularly represents leading companies in relation to M&A submissions and investigations by the Brazilian competition authorities.

Ricardo Noronha Inglez de Souza at De Vivo Whitaker e Castro Advogados is a "trusted authority" on conduct matters and is the current vice president of the board at IBRAC.

Mundie e Advogados' **Guilherme Ribas** is "very technically astute" and is able to provide clients with "excellent, commercially tailored" advice in relation to competition issues.

Marcio de Carvalho Silveira Bueno at Vieira Rezende Barbosa e Guerreiro is widely praised for his "sharp intellect" and clients have "great confidence" in him to provide "strong advice" on a number of competition matters.

At Cascione Pulino Boulos & Santos Advogados, **Aurélio Marchini Santos** represents many major domestic and international companies and is described as a "first choice" competition lawyer for various clients.

Franceschini e Miranda Advogados is represented by founding partner **José Inácio Gonzaga Franceschini**, an "incredibly experienced" lawyer in the field with an "enviable reputation" among competition practitioners.

Pedro Zanotta is a senior partner at Albino Advogados Associados – AAA and is considered by peers to be a "dean" of the Brazilian competition bar.

At Azevedo Sette Advogados SC, **Marcel Medon Santos** has an "impeccable" practice and is known for his "commitment and diligence" when advising clients on a range of competition issues.

Pedro Dutra at his own firm Pedro Dutra Advogados is a "very knowledgeable" competition practitioner with an "admirable work ethic".

At Advocacia José Del Chiaro, founding partner **José Del Chiaro Ferreira da Rosa** possesses a "depth of expertise" in the area and provides "excellent case analysis" to clients.

Bruno de Luca Drago of Demarest Advogados has "vast experience" in both domestic and international competition matters and acts regularly for foreign companies. He is widely known for his "exemplary client service".

Rodrigo Zingales Oller do Nascimento is a founding partner at Zingales & Pagotto Sociedade de Advogados and is "highly esteemed" for his work in relation to antitrust investigations, merger control cases and compliance.

WHO'S WHO LEGAL

TELECOMS & MEDIA MARKETPLACE ANALYSIS

OCTOBER 2013

Brazil is one of the largest telecoms markets in Latin America. With upcoming events such as the FIFA 2014 World Cup and 2016 Olympic Games, the sector has been a hotbed of activity over the last 12 months with practitioners reporting a surge in work. We identify 24 leaders in this field.

Mundie e Advogados achieves two listings in this chapter. **Elinor Cristóforo Cotait** is "outstanding" and noted for her extensive regulatory expertise. Clients praise her "specialist knowledge". Joining her, **Kevin Louis Mundie** is "very active" and regarded as a "leading figure" in the sector.

Esther Donio Nunes at Pinheiro Neto Advogados comes "highly recommended" as a "telecoms expert" and advises a broad range of clients. Further praise goes to **Raphael de Cunto**, who is highlighted for his "professionalism" and "careful handling" of complex matters.

Floriano de Azevedo Marques Neto of Manesco Ramires Perez Azevedo Marques Sociedade de Advogados is lauded as "very knowledgeable". He has considerable experience, with a particular specialism in administrative law and regulation within the telecoms sector. Alongside him, **Eduardo Augusto de Oliveira Ramires** is also "well versed" in this area, with clients praising his "assured approach".

At Pereira Neto Macedo Advogados – PNM, **Caio Mario da Silva Pereira Neto** is lauded as a "first-class negotiator" with extensive litigation experience. Also noted is **Ronaldo Lemos**, "a distinguished practitioner" and a "source of expert knowledge".

Rosolea Miranda Folgosi of Mattos Filho Veiga Filho Marrey Jr e Quiroga Advogados is a "major talent". She advises on a range of issues, with a particular focus on administrative law. Joining her, **Fabio Ferreira Kujawski** is "first rate" and has earned a "great reputation" for his work with domestic and international clients alike.

Karin Alvo of Koury Lopes Advogados is considered "top-tier" with a wide range of telecoms experience including M&A. **Guilherme Ieno Costa** also receives praise and is a "specialist" in this field of law with clients regarding him as a "go-to practitioner" on regulation.

At Machado Meyer Sendacz e Opice Advogados, **Moshe Sendacz** is greatly respected and seen as a "standard-bearer" for the firm's expertise in this area. Also highly regarded is **Camila Borba Lefèvre**, who brings a "wealth of experience" to client matters.

At his own firm **Carlos Ari Sundfeld** receives numerous nominations in our research. He possesses "encyclopaedic knowledge" of telecoms law and is noted as a "major figure" in the industry who has helped shape regulation in Brazil.

Ana Paula Bialer Ingham of Bialer & Falsetti is "rated highly" and has a broad range of experience spanning telecoms, entertainment and new media. She is highlighted in particular for her "sound advice" on audio-visual matters.

At Mitico Advogados, **Regina Ribeiro do Valle** is recommended "without hesitation" by clients and peers alike. She is "internationally renowned" and particularly noted for her work on M&A transactions in the telecoms, media and entertainment sectors.

Marcos Alberto Sant'Anna Bitelli at Bitelli Advogados is a "stand-out practitioner" with many years' experience advising major players in entertainment and media law. He is regarded as "exceptional" and a "pre-eminent authority" in his field.

Ricardo Barretto Ferreira da Silva of Barretto Ferreira e Brancher (BKBG) is considered "one of the best". He has an established reputation in this field of law with peers praising him as "very visible" in the market.

Independent legal consultant **Umberto Celli Jr** is a "renowned figure" who is noted for his "depth of knowledge".

At TozziniFreire Advogados, **Marcela Waksman Ejnisman** has a "stellar" reputation and advises clients on a wide range of matters in the telecoms field including regulation, M&A, joint ventures and corporate restructuring. She is praised for her "attention to detail" and "superb client care".

Robson Goulart Barreto represents Veirano Advogados and is regarded as "excellent". He is highlighted for his "extensive transactional expertise" and "versatility", the latter of which sees him feature in our IT, M&A and project finance chapters.

At Chiarottino e Nicoletti Advogados, **Rodrigo d'Avila Mariano** is a "regulatory expert" in telecoms and media and provides counsel of the "highest calibre".

Alberto de Orleans e Bragança of Bragança Advogados concludes our list and is regarded as “terrific”. Known for his “superb judgement”, he is held in “very high esteem”.

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