

WHO'S WHO LEGAL WWL

BRAZIL 2016

MARKETPLACE INTRODUCTION

LEADING FIRMS

PRACTICE AREA REVIEWS

ANALYSES

PROFILES

DIRECTORY

COMPETITION

In total, 40 leading lights are recognised for their expertise representing clients before the Brazilian competition authority on both litigation and transactional matters.

MOST HIGHLY REGARDED

BARBARA ROSENBERG
Barbosa Müssnich & Aragão
São Paulo

MARCELO CALLIARI
TozziniFreire Advogados
São Paulo

ANA PAULA MARTINEZ
Levy & Salomão Advogados
São Paulo

AMADEU RIBEIRO
Mattos Filho
São Paulo

OLAVO CHINAGLIA
Pereira Neto & Macedo Advogados
São Paulo

TITO AMARAL DE ANDRADE
Machado Meyer Sendacz e Opice Advogados
São Paulo

Several of the larger national full-service firms achieve a trio of listings in this chapter. Pinheiro Neto’s practice is highly regarded with a strong team that is very active before Brazil’s Administrative Council for Economic Defence (CADE), in both antitrust litigation and merger filings. Notable matters include acting for Microsoft with Google over allegations of anticompetitive practices; on the deal side, it secured Vivendi and GVT’s purchase of Telefônica. In São Paulo, **Cristianne Saccab Zarzur** is “the top name at the firm and pre-eminent in the market”, with respondents noting that she stands out for her “excellent knowledge and user-friendly approach”. Brasília-based **José Alexandre Buaiz Neto** and **Leonardo Peres da Rocha e Silva** are also experienced and notable names in the market.

TozziniFreire has the largest team in the country, with 27 full-time antitrust lawyers, and it is also one of the most visible firms in the market – especially in investigations, where UBS has enlisted its advice in the Forex scandal. **Marcelo Calliari** top-ranks with praise being drawn from peers and clients across the globe. “He is an institution and worthy of his impressive status”, according to one peer. **Marcio de Carvalho Silveira Bueno** and **Daniel Oliveira Andreoli** are also highly recommended, leading the team on major mandates before CADE and the judicial courts.

Mattos Filho has become a major force in the market, benefiting from the

increased amount of merger work handed to larger firms. The team excels handling complex and high-value cases, including the Kroton US\$3.4 billion purchase of Anhanguera and Veyance’s US\$1.9 billion takeover by Continental. Largely based in New York, **Amadeu Ribeiro** draws an enormous number of recommendations for his first-rate practice. He handles high-profile international work for the firm, including acting for Toshiba in three investigations before CADE and in the mooted Halliburton and Baker Hughes tie-up. One source noted that he “is a class act: calm, focused and very easy to deal with”. The “excellent” **Lauro Celidonio Gomes dos Reis Neto** is very visible in the market heading up some of the firm’s biggest cases. **Marcio Dias Soares** is an important figure in both merger review and antitrust investigations at the firm and “a respected name” among his peers.

Barbosa Müssnich & Aragão is a full-service firm with a particularly renowned competition practice, which takes a huge share of the most noteworthy cases in the market. Head of the practice **Barbara Rosenberg** is widely regarded domestically and internationally as “a thought leader” and “one of the best lawyers in the country”. Rosenberg and her team recently saw success for clients American Airlines and GlaxoSmithKline in antitrust investigations before CADE.

Pereira Neto is a boutique firm with a leading pedigree in the market. **Caio Mario da Silva Pereira Neto** heads the team and is noted as “an instantly

recognisable name” for those conversant with Brazilian antitrust matters; recent highlights include acting for Morgan Stanley in CADE’s Forex investigation and for Uber in its ongoing battle with the domestic taxi industry. Sources add that he is “always responsive and reachable” and “very business-oriented”. Respondents are also quick to recognise **Olavo Chinaglia**’s standout contribution on the firm’s most notable mergers filings and behavioural cases.

Sampaio Ferraz is a traditional Brazilian antitrust boutique – one of a small number that still competes with the larger national firms for the best mandates. Founder **Tercio Sampaio Ferraz Jr** is “a grandee of Brazilian competition law”, admired both as an academic and as a lawyer. The “distinguished and intellectual” **Juliano Souza de Albuquerque Maranhão** handles many of the firm’s top matters, including advising Buscapé on its abuse of dominance complainant against Google before CADE.

Levy & Salomão Advogados runs a slick antitrust operation with head of practice and former SDE official **Ana Paula Martinez**, who is regarded as “an extremely knowledgeable, creative and judicious practitioner”. She has acted for HSBC and Construções e Comércio Camargo Correa in the Forex and bid-rigging investigations respectively. **Mariana Tavares de Araujo** is also a hugely popular practitioner highlighted for being “extremely competent and

RIO DE JANEIRO



MARIANA TAVARES DE ARAUJO

Levy & Salomão Advogados
Praia de Botafogo 440
15th Floor
Rio de Janeiro, 22250-040
Tel: +55 21 3503 2003
Fax: +55 21 3503 2035
mtavares@levysaloma.com.br
www.levysaloma.com.br

Mariana Tavares de Araujo is a senior partner at Levy & Salomão Advogados, where she practises in the areas of antitrust, and corporate governance and compliance. She counsels clients on all aspects of antitrust law, in particular those that arise in connection with complex mergers and acquisitions, government antitrust investigations, and antitrust litigation involving a wide range of industries. She also provides preventive counseling in these practice areas through the review of client business practices.

Ms Araujo's and Levy & Salomão's publicly known clients include American Airlines, AES Eletropaulo, Albemarle, Isreal Chemical Limited (ICL), Camargo Corrêa, Lafarge, LG Electronics, Michelin, Reichhold, Schaeffler, Sersa Experian, SHV, Techno Polymer, Tenneco, ThyssenKrupp, Nichicon, Usiminas, among others.

Prior to joining Levy & Salomão Advogados, Ms Araujo worked with the Brazilian government for nine years, four of which she spent serving as head of the government agency in charge of antitrust enforcement and consumer protection policy. Ms Araujo worked with international antitrust authorities throughout the world and served in leadership positions in key international competition organisations, such as chairing (with the United States Department of Justice), the cartels subgroup of the International Competition Network (ICN) (2004-2007). She also represented the Brazilian government in meetings of the Organisation for Economic Cooperation and Development's (OECD) committee on competition and of the United Nations Conference on Trade and Development (UNCTAD). Before serving as a government official, she was the general counsel at a biotech firm in Brazil.

Ms Araujo provides counseling in competition-related matters for the World Bank. She is a member of the International Bar Association (IBA) and of the American Bar Association (ABA) section of antitrust law. She currently co-chairs the IBA working group on international cartels and is a member of the ABA international cartel task force. She is also a member of the International Board of Advisors of the Global Antitrust Institute (GAI) at George Mason

University School of Law and of the Latin American Board of Georgetown University Law Center.

Global Investigations Review (GIR) named her on its list of 'Women in Investigations', *Global Competition Review* (GCR) named her on its list of the 'Top 100 Women in Antitrust' and *Latin Lawyer* included her among the 'Inspiring Women in the Legal Profession'. *Who's Who Legal*, *Chambers Latin America* and *The Legal 500* listed her among the world's leading competition lawyers and she has been nominated by the members of the Latin American Corporate Counsel Association (LACCA) for inclusion in *LACCA Approved*.

WWL says: Mariana Tavares de Araujo is "extremely competent and well-prepared to tackle complex antitrust issues".

SÃO PAULO



CAIO MARIO DA SILVA PEREIRA NETO

Pereira Neto | Macedo Advogados
Rua Olimpíadas 100
6 andar
Vila Olímpia
São Paulo, 04551-000
Tel: +55 11 3638 7022
Fax: +55 11 3638 7040
caiomario@pnm.adv.br
www.pnm.adv.br

Caio Mario da Silva Pereira Neto is a founding partner at Pereira Neto, Macedo Advogados – PNM, where he heads the antitrust and regulatory team. He has extensive experience in representing clients in merger control, cartel and abuse of dominance investigations, as well as developing compliance programmes to companies and associations. He is also well known for working in a number of issues at the interface of regulation and competition matters in different industries, including telecommunications, ethanol, railways and payment cards.

PNM's competition practice has been very active in recent years and its publicly known clients include companies such as Oi/Telemar, Companhia Siderúrgica Nacional – CSN, Telefonica, Cielo, DASA, Braskem, Sersa/Experian, Serveng-Civilsan, Hankuk Electric Glass Co, DANA, Morgan Stanley, ANSAC, SPC Brasil and União da Indústria de Cana de Açúcar – UNICA.

Mr Pereira Neto held office as director of the antitrust department of the Ministry of Justice, where he oversaw antitrust investigations and enforcement action. During his time in government service, he represented the Ministry of Justice at meetings of the competition committee of the Organisation for Economic Cooperation and Development (OECD) and in intra-government committees discussing regulatory reform in infrastructure sectors.

Mr Pereira Neto earned a bachelor of law degree from the University of São Paulo (1998), as well as a master of laws LLM (2002) and a doctorate of juridical science – JSD (2005) from Yale Law School (USA), sponsored by a Fulbright scholarship. He was also a fellow in association with the Information Society Project at Yale, a think tank focused on IP, technology and internet regulation.

Mr Pereira Neto is a professor of law at Fundação Getúlio Vargas Law School (São Paulo, SP), where he teaches competition law and regulation. He is also the author of several articles, published in Brazil and abroad, on matters related to antitrust law



ANA PAULA MARTINEZ

Levy & Salomão Advogados
Av. Brigadeiro Faria Lima 2601
12° andar
São Paulo, 01452-924
Tel: +55 11 3555 5059
Fax: +55 11 3555 5048
amartinez@levysalomao.com.br
www.levysalomao.com.br

Caio Mario da Silva Pereira Neto's profile continued...

and economic regulation. Mr Pereira Neto was also elected by his peers to the board of IBRAC (2014–2015 and 2016–2017), Brazil's association of antitrust practitioners.

His competition law practice has been recognised by many specialised rankings, including *PLC Which Lawyer*, *Best Lawyers*, *Chambers and Partners Latin America* and *The Legal 500*.

WWL says: *da Silva Pereira Neto is "always responsive and reachable" and "very business-oriented".*

Ana Paula Martinez is the head of the antitrust practice group of Levy & Salomão Advogados.

Ms Martinez and Levy & Salomão's competition practice publicly known clients include American Airlines, Bekaert, Camargo Corrêa, HSBC, Reichhold, Schaeffler, SHV, LafargeHolcim, LG Electronics, Techno Polymer, ThyssenKrupp, Nichicon, Usiminas and Universo Online, among others. Ms Martinez served in Brazil's federal government from 2007 to 2010, where she oversaw government antitrust investigations and enforcement actions. As part of her government service, she also served as the co-chair of the cartel sub-group of the International Competition Network (ICN), alongside the US Department of Justice, and represented Brazil before the committee on competition of the Organisation for Economic Cooperation and Development (OECD). In addition, Ms Martinez served as an antitrust adviser to the United Nations Conference on Trade and Development (UNCTAD), to the World Bank and to the government of Colombia, and is currently a non-governmental adviser to the ICN.

Before entering government, Ms Martinez was an associate with Cleary Gottlieb Steen & Hamilton LLP. Ms Martinez has authored many articles regarding antitrust matters, consumer protection laws and securities regulation. She is a frequent speaker at both Brazilian and international colloquiums and has been awarded five prizes for papers written on antitrust law. Named "Lawyer of the Year - 40 and under" at the 2014 and 2016 GCR Awards and selected as one of the top five global dealmakers in the same award in 2015, Ms Martinez has also been included by Global Competition Review on its international lists "Top Women in Antitrust" and "40 under 40". Chambers & Partners, The Legal 500, Who's Who Legal, Latin Lawyer and Best Lawyers listed her among the world's leading competition practitioners.

Ms Martinez is admitted to practise in New York as well as Brazil.

Ms Martinez serves as an adviser to the David Rockefeller Center for Latin American Studies at Harvard University and to the Institute of Education and Research (Insper). She is the head of the economic and regulatory law graduate programme at Fundação Getúlio Vargas-RJ, and also a member to the Arbitration Chamber of the São Paulo's Stock Market (BM&F Bovespa), and to the Certification Committee of Ethic Intelligence, which certifies compliance programmes on a global basis.

Ms Martinez holds a Master of Laws from both from Harvard Law School and the University of São Paulo and a PhD degree in criminal law from the University of São Paulo. Ms Martinez holds Spanish and Italian citizenships and has lived in Spain, Belgium and the US.

WWL says: *Martinez is "an extremely knowledgeable, creative and judicious practitioner".*