

# WHO'S WHO LEGAL

BRAZIL 2009



[www.whoswholegal.com](http://www.whoswholegal.com)



The Official Research Partner of the  
International Bar Association



ABA Section of  
International Law  
*Your Gateway to International Practice*

*Strategic Research Partner of the ABA  
Section of International Law*



THE QUEEN'S AWARDS  
FOR ENTERPRISE  
2009

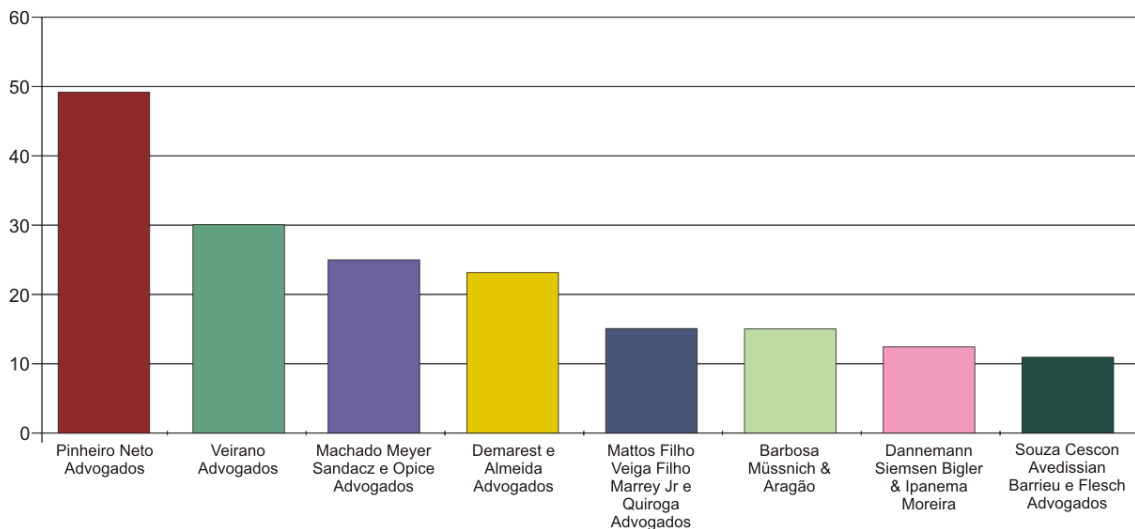
## BRAZIL IN BRIEF

**B**razil is Latin America's largest legal market and home to nine of the region's ten largest law firms.

Despite the setbacks of the global financial crisis, which curbed the country's booming capital markets activity, Brazil still saw encouraging levels of private equity and M&A work throughout 2008. Indeed M&A forms the largest chapter in the current edition, with a total of 40 attorneys listed.

In response to economic pressures the government has devoted large portions of its budget to what it terms “windows of opportunity” for local and international investors. Such measures include improving cargo and distribution infrastructure and reducing manufactured product tax by as much as 30 per cent. The policy for industry, technology and foreign trade has also devoted 14.5 billion reais to development in the software, semiconductor, pharmaceutical and medicare sectors, with lawyers in the life sciences and patent chapters reporting “rapid growth”.

**Brazil's leading firms by numbers of listings in Who's Who Legal: Brazil**



Petrobras' discovery of vast oil tracts off the coast of Rio de Janeiro in 2007 has invigorated the energy sector and Brazil now only imports 9 per cent of the oil it consumes. Renewable fuel is also a huge focus and the country is a world leader in ethanol production.

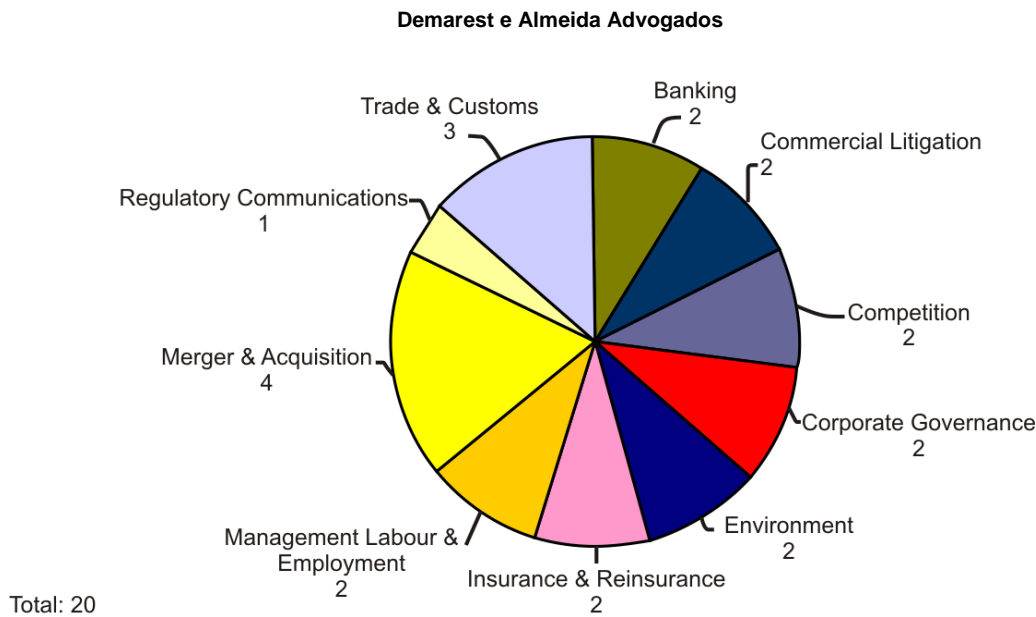
The economy is supported by Brazil's links to numerous economic and trade groups, including Mercosur, G-22 and the Cairns Group, and this exposure to international business practices is mirrored by the firms in this edition. Many Brazilian firms have recently forged links with firms in Argentina, Venezuela and Colombia while others are members of alliances led by Spanish firms and there is a constant flow of seconded associates back and forth between Brazil and New York.

As Latin America's leading jurisdiction for business and investment and a member of the BRIC group of countries, Brazil is well placed to rebound from the financial crisis. The 29 chapters in this edition illustrate the diversity of the legal marketplace, which will be instrumental in the country's development. The following firms stand out for the depth and breadth of the expertise they command.

# Demarest e Almeida Advogados

---

Demarest e Almeida was founded in 1948 by the Brazilian João Batista Pereira de Almeida and the North-American Kenneth E. Demarest in São Paulo. In the early 1990s, Demarest e Almeida opened offices in Brasília, New York City and Rio de Janeiro and the firm has since followed up in this expansion with various associated practices and new regional offices. The firm has a particularly strong corporate and financial practice and also excels in disputes and regulatory work. Drawing on this broad talent base, the firm earns 20 listing across 10 chapters.



Demarest e Almeida is considered an “extremely strong corporate firm” and has four lawyers listed in the mergers and acquisitions chapter. **Rogério Cruz Themudo Lessa** is “very visible and highly effective in deals”, while **Altamiro Boscoli** is “first class”. **Paulo Frank Coelho da Rocha** and **Priscila Sartori Pacheco e Silva** are also included. **Lessa** and **Boscoli** are also recognized for their excellence in the corporate governance area and appear in that chapter. **Boscoli** is “extremely knowledgeable and experienced” and **Lessa** is a “top-tier corporate lawyer”. The firm’s banking and finance team is “serious, reliable and capable” and earns two listing in the banking chapter. **Antônio Manuel França Aires**, who is head of the firm’s banking team, features along with partner **Roberto Luz Portella**, who is “an excellent banking lawyer”.

Disputes is another area in which Demarest e Almeida Advogados stands out. Two lawyers are listed in the commercial litigation chapter and both are based in São Paulo. **Boscoli** earns his third listing and **Geraldo Baraldi** is “well-respected” in this field. The firm has a strong environmental disputes practice as well and has two listings in the corresponding chapter. This practice group is headed by **Luiz Fernando Henry Sant’Anna**, who is also chair of the litigation and arbitration practice group. He is considered “one of the best in the country” for environmental disputes. The “excellent up-and-comer” **Julia Behera Rabinovici** is also listed in this chapter.

The firm has a “marked-leading practiced for labour law” and has two lawyers listed in the management, labour and employment chapter. **Antonio Carlos Vianna de Barros** is the most highly nominated practitioner in the research and peers “agree strongly” with his inclusion. **Wilma Kutomi** is head of the labour department and has a great deal of experience in union negotiations. She is regarded as a “very good lawyer”. The insurance chapter includes two Demarest lawyers. **Renato Tadeu Rondina Mandaliti** is a member of the firm's board of directors and the head of the insurance, reinsurance and pension team. **João Marcelo Máximo** dos Santos is an “outstanding” lawyer and a former superintendent with SUSEP, Brazil's executive body responsible for insurance and pension funds.

Demarest e Almeida Advogados performs well in the regulatory area. It is a “very active trade law firm” and fields three lawyers in the trade and customs chapter. **Oswaldo Leite de Moraes Filho** is head of the firm's international trade practice, **José Setti Diaz** is a “bright” and “accomplished” lawyer and **Cynthia Battilani** is “very active” in all areas of trade law. The firm has two listings in the competition chapter. **Ricardo Noronha Inglez de Souza** impressed our sources, who commented on his “professionalism, drive for results and strategic perception”. **Mário Nogueira** is head partner for economic and competition law and a “high-quality operator.” Finally, **Isabel Galvão Bueno Franco** is “top-tier” practitioner in the regulatory communications area. Her clients include Newscorp, Sky, Telenav and MySpace.