

# NORONHA ADVOGADOS

## GLOBAL LAWYERS

SÃO PAULO | RIO DE JANEIRO | BRASÍLIA | CURITIBA | RECIFE | BELO HORIZONTE



CAMPO GRANDE | BUENOS AIRES | MIAMI | LONDON | LISBON | SHANGAI | BEIJING |  
JOHANNESBURG | NEW DELHI

**DURVAL DE NORONHA GOYOS**  
**SENIOR PARTNER- NORONHA ADVOGADOS**  
**UEA – UNIVERSITY OF EAST ANGLIA**  
**NOVEMBER 12, 2012**

## **SUMMARY**

1. HISTORY
2. AREAS OF PRACTICE
3. OFFICES AND PERSONNEL
4. SOME CASES AND CLIENTS
5. THE INTERNATIONAL LAWYER'S NEW PROFILE

# NORONHA ADVOGADOS

Founded in 1978, **NORONHA ADVOGADOS** is an international law firm based in São Paulo with regional offices in Rio de Janeiro, Brasília, Curitiba, Recife, Belo Horizonte and Campo Grande, as well as its own international offices in Lisbon, Miami, Buenos Aires, London, Shanghai and Beijing, Johannesburg and New Delhi.

**NORONHA ADVOGADOS** has 34 partners/directors and a professional team of 176 lawyers.

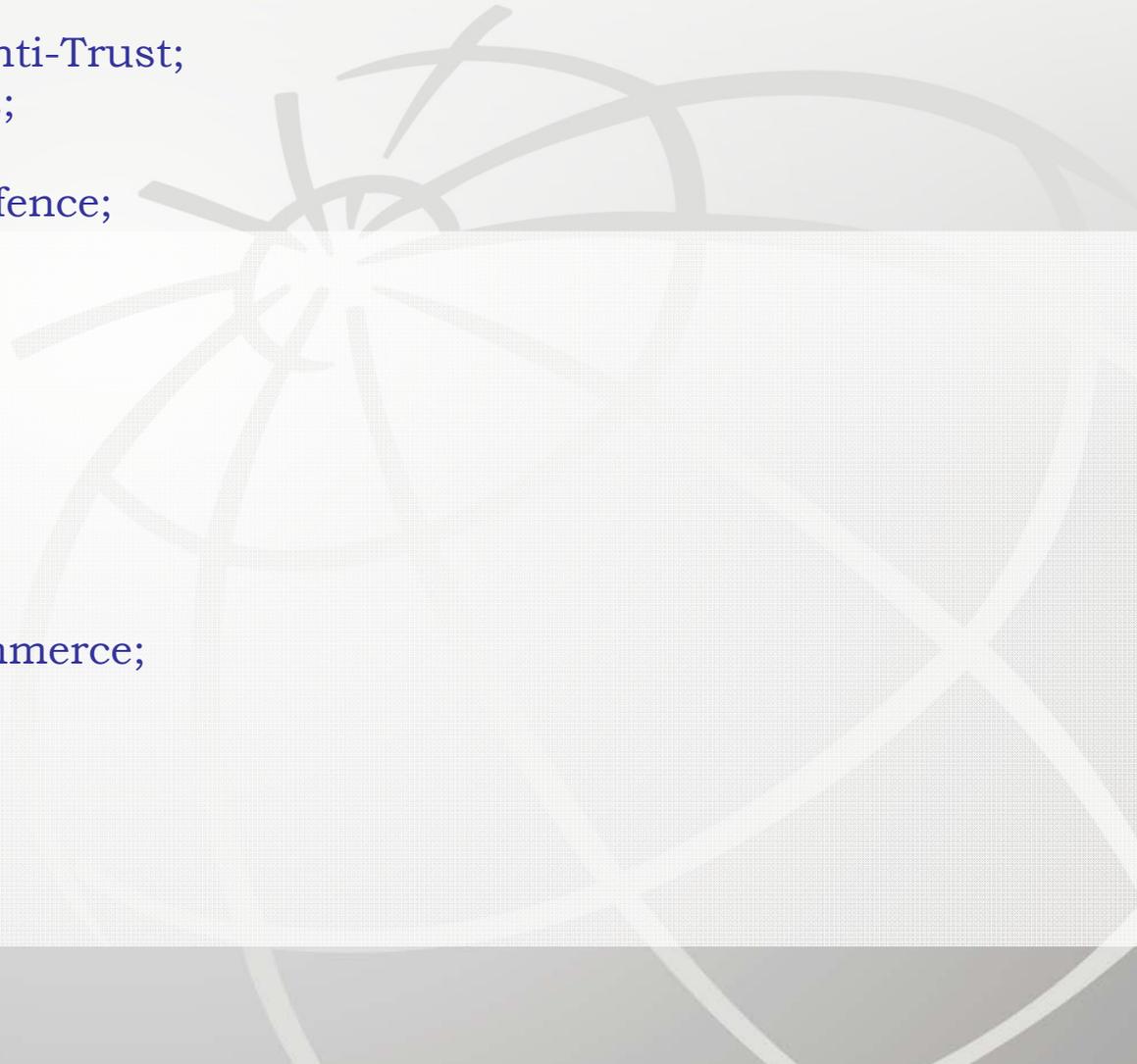
# OFFICES



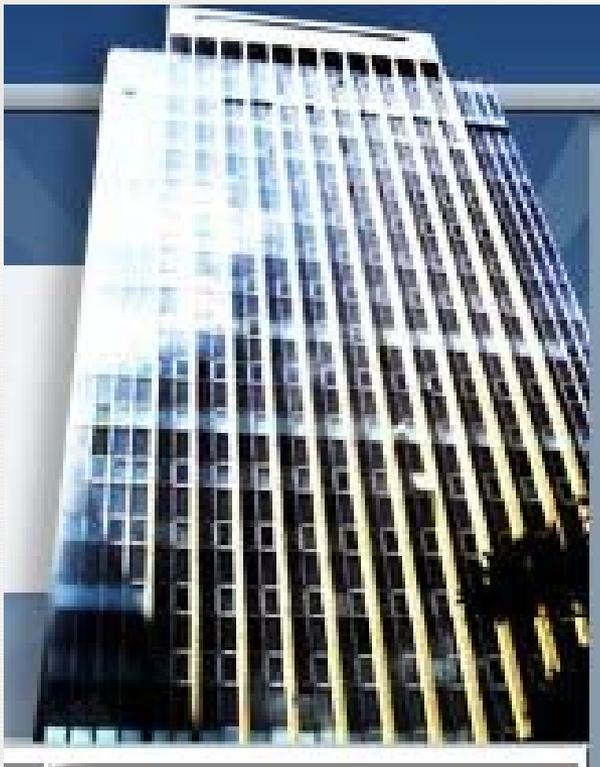
Every professional in the firm speaks at least two languages, which permits the firm to provide services in Portuguese, English, French, German, Italian, Spanish and Mandarin.

NORONHA ADVOGADOS' partners and other professionals are qualified in Brazil, Argentina, England and Wales, Portugal, China, United States of America, Europe, South Africa and India.

# AREAS OF PRACTICE

- Brazilian Law, EUA Law, Law of England and Wales, Portuguese Law, Argentine Law, Chinese Law, South African Law and Indian Law.
  - International /Multilateral Law OMC – regional /Mercosul /EU /NAFTA;
  - Banking and Insurance;
  - Contracts, Competition and Anti-Trust;
  - Corporate and capital markets;
  - Mergers and Acquisitions;
  - International Trade– Trade Defence;
  - Taxation;
  - International Taxation ;
  - Mining and Energy;
  - Maritime;
  - Litigation and Arbitration;
  - Governmental Issues
  - Environment Law;
  - Employment
  - Computer, Internet and E-commerce;
  - International Sports Law;
  - Real Estate;
  - Aviation and Aerospace;
  - Entertainment;
  - Agrarian;
  - Electoral;
  - Immigration;
  - Intellectual Property.
- 

# SÃO PAULO



## **Address:**

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CEP: 01452-002  
São Paulo – SP – Brazil.

## **Telephone:**

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## **Contacts:**

DURVAL DE NORONHA GOYOS  
JOSÉ PAULO ALVES PEQUENO  
ROBERT E. WILLIAMS  
INGRID SCHWARZ R. DE MENDONÇA  
JUN ZHANG  
DANIEL HENRIQUE ALVARENGA  
SANDRA EMÍLIA GUGLIELMI BARRETO

# SÃO PAULO



Located in one of the main financial centres of the city, the São Paulo office is the head office of Noronha Advogados and the oldest, having been opened in June 1978.

The largest number of professionals are concentrated here and it is the centre for the firm's administrative and financial departments.

# SÃO PAULO



With 80 professionals, we have a up-to-date library and data base and centralized administration procedures.



# SENIOR PARTNER

Dr. Durval de Noronha Goyos is a member of the Brazilian and Portuguese Bar Associations and is also admitted in England and Wales as a solicitor.

Arbitrator of the World Trade Organization (WTO), arbitrator of the General Agreement on Tariffs and Trade (GATT) since 1995. He is also a arbitrator of the China International Economic And Trade Arbitration (CIETAC).

He' is the author of 41 books and more than 500 articles

Areas of Practice:

Coordinates special and highly complex cases, with multiple disciplinary complexity in finances, contracts, taxation, corporations, international trade and conflict of laws, both in the preventive and litigation spheres.

Languages for professional use:

Portuguese, Italian, English and Spanish.

Languages for social use:

French and Mandarin.



# SÃO PAULO – SOME PARTNERS

Durval de Noronha Goyos



International Law

José Paulo Lago Alves  
Pequeno



Mergers and Acquisitions

Robert E. Williams



International  
Taxation

Ingrid S.R. Mendonça



Contracts and Real Estate

Jun Zhang



Chinese Law

Daniel Henrique  
Alvarenga



Litigation and Labour

# **SÃO PAULO**

## **BANKING AND SECURITIES**

Sandra Emilia Guglielmi Barreto



# BRASÍLIA

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Luis Eduardo Bruns de Moraes



# RIO DE JANEIRO

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Contacts: Ana Carolina Rochedo

Luana Santoro

Thiago Barroca



# **RIO DE JANEIRO**

## **DOMESTIC TAX DEPARTMENT**

Luana Silva Santoro



# **RIO DE JANEIRO**

## **TRADE DEFENCE COMERCIAL**

Thiago Barroca



# CURITIBA

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Contact:

Thaysa Prado Karvat



# RECIFE

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Contacts:  
Antonio Ricardo Accioly Campos  
Luíz Maurício Pires



# CAMPO GRANDE

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Contact:  
João Campos



# BELO HORIZONTE

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Contact:  
José Ornelas de Melo



# LONDON

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Fac Simile: (20) 7581-8002

E-mail:

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Contacts:

Vera Helena de Moraes Dantas Innes  
James John Macdonald



# LONDON

Inagurated in 1989

## Main Activities:

- English Law, Brazilian Law and Portuguese Law;
- Contracts;
- Banking;
- Corporate / M& A;
- Investments;
- Real Estate;
- Arbitration;
- International Taxation.



# MIAMI

Inaugurated in 1982

1221 Brickell Avenue, 9<sup>th</sup> Floor Miami,  
Florida 33131 - USA

Tel.: (305) 377-8782

Fac Simile: (305) 372-1792

E-mail:

[noadmia@noronhaadvogados.com.br](mailto:noadmia@noronhaadvogados.com.br)



# MIAMI

Opened in 1982, the Miami's office provides legal assistance to Brazilian clients doing business in the U.S.A. and U.S. clients doing business in Brazil, particularly in the area of International Trade. It has associate U.S.A. lawyers who advise our clients on Brazilian and International issues within the U.S.A. and a large number of local law firms for specific relevant issues on American Law.

The range of services includes a great variety of areas, like:

- Corporate;
- Immigration;
- Real Estate;
- Contractual;
- Franchise;
- Intellectual Property

# LISBON

Inaugurated in 1991.

Av. António Augusto Aguiar, 148  
– 4°C/5°C 1050-021  
Lisboa - Portugal

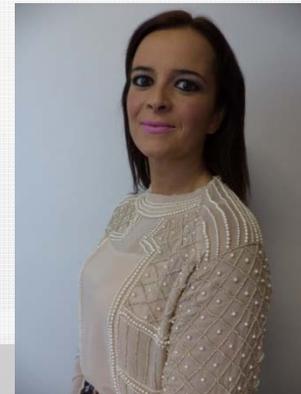
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Contact:

Maria Alexandra Monteiro



# LISBON

## Main Activities:

- Portuguese Law;
- Contracts;
- Corporate;
- Real Estate;
- Fiscal Planning;
- Intellectual Property;
- Litigation;
- European Union



# BUENOS AIRES

Inaugurated in 1996.

Carlos Pellegrini 1069 – 11st Floor  
1009 Buenos Aires - Argentina

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Internet e-mail:

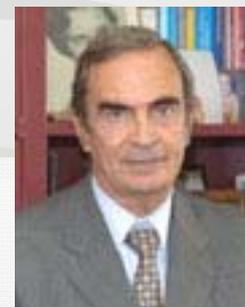
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Contacts:

Martin Wilfredo Dedeu

Elbio Ferrario

Diego Martin Dedeu



# BUENOS AIRES

## Main Activities:

- Argentina Law;
- Contracts;
- Corporate;
- Banking;
- Energy;
- International Trade;
- Labour;
- Maritime Law;
- Real Estate;
- Litigation

Elbio Ferrari



# SOUTH AFRICA

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Contact:  
Stephen Logan



# INDIA

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Contact:

Ramma Luthra



# SHANGHAI

Inaugurated in 2001.

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Contact:  
Sherry Liu



# SHANGHAI

NORONHA ADVOGADOS arrived in Shanghai in August, 2001. It was the first Latin American law firm to be granted permission by the Chinese Government to render legal services in the country.

Noronha Advogados in China is a pioneer office able to assist Brazilian companies which have set up business in China. It also assists clients regarding Brazilian and international law.



# NORONHA ADVOGADOS - BEIJING

Beijing 's Officede was inaugurated in 2009 , and has a team of lawyers who are fluent in English, Mandarin and Portuguese.

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Contacts:

Dora Huiqing

Rodrigo Gomes Maia



# CHINESE DEPARTMENT

In addition to the offices in Shanghai and Beijing, Noronha Advogados has an international Chinese department which operates throughout the organization to facilitate personal attendance to clients interested in the development of their business in and with China.



# CHINESE DEPARTMENT

## Main Activities:

- Assisting Chinese and other Asian companies in foreign trade matters;
- Assisting Brazilian and European clients in entering the Chinese market;
- Contracts (Portuguese/ English and Mandarin);
- Banking and Corporate Law;
- Immigration;
- Intellectual Property
- Mergers, Acquisitions and Investments;
- Litigation/Dispute resolution

# CHINESE DEPARTMENT

## SHANGHAI OFFICE

### **Rodrigo Gomes Maia**

Resident Lawyer at Shanghai's Office

He graduated in law at Cândido Mendes University, Rio de Janeiro, in 2008

Post-graduated in civil procedural law, with emphasis on public law, at the Fluminense Federal University

Language:

Portuguese; English



# CHINESE DEPARTMENT

## Shanghai Office

### **Sherry Liu**

She graduated in Law at Shanghai University Law School in 1999. She is currently taking a master's degree in Economics at East China University, focusing on macro economics, micro economics, securities investments and corporate finance. She has great experience in representing clients in different types of labour disputes and real estate disputes among others.

Language:

English  
Chinese



# CHINESE DEPARTMENT

## Beijing Office

### **Winnie Pang Xiaofang**

Director of the International Tax Department and Chinese Department

Graduated at University of International Business and Economics of China. She has vast experience as an accountant and financial manager in big Chinese companies.

Languages:

English  
Chinese



# CHINESE DEPARTMENT

## São Paulo Office

**Jun Zhang**

**Chinese Department Director**

He graduated at Southwest University of Law and Political Science (China), in 1992.

He also has concluded two LLM courses – one in International Trade Law (London School of Economic and Political Science) and the other in Administrative Law (Jilin University-China).

Language:

Chinese; English; Portuguese



# THE INTERNATIONAL LAWYER'S NEW PROFILE



**THANK YOU!**

**DURVAL DE NORONHA GOYOS**

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