



Frequently asked questions (FAQ)

Why are Dentons and Brazil's Vella Pugliese Buosi Guidoni forming a strategic alliance?

The proposed strategic alliance would enable Dentons and VPBG to offer clients access to high-quality legal services around the world and in Brazil, the ninth largest economy in the world and the largest in Latin America.

The strategic alliance will leverage inbound and outbound knowledge transfer to benefit clients. For example, merger and acquisition experience acquired in São Paulo can inform work in Amsterdam, Shanghai or London. Knowledge of trade regulations in Brussels and Washington, DC can provide valuable insights to commodity export deals developed in Brazil.

How will Dentons be different from other global firms with who wish to serve clients in Brazil or Brazilian clients elsewhere?

Most international law firms with offices in Brazil operate as legal consultancies, offering non-Brazilian legal advice on inbound and outbound cross-border matters. Dentons is different. Through this strategic alliance, we can better serve clients with outstanding, Brazilian-licensed lawyers, with local or international needs, in a way that is fully respectful of Brazilian Bar Association regulations.

How does the proposed strategic alliance become effective? When?

Following the approval by partners of both firms, who are expected to vote in the next few weeks, the proposed strategic alliance will launch later in 2017.

Where will the strategic alliance have offices?

In addition to Dentons' offices in more than 60 countries, VPBG's 116 fee earners are based in offices in São Paulo and Brasília.



Does the strategic alliance mean that there will be a change in market and client strategy?

Our fundamental strategy—namely, anticipating and meeting our clients’ evolving needs—has not changed. We remain committed to providing superior legal service and value by connecting clients to the highest-quality talent with unrivaled industry knowledge wherever they need it.

What will the strategic alliance mean for clients?

This alliance is important for all clients of any size, adding in and of the community presence in Latin America's top economy, and practice and sector strength across each firm.

What will be the brand?

VPBG would continue to retain its existing branding.

How does the alliance strengthen practices and sectors?

The alliance enhances each firm's depth and reach in key business sector and practice groups, in particular competition and antitrust, corporate/M&A, dispute resolution and litigation, labor, international trade, commodity finance, tax, public and administrative law, real estate and environmental law.

If I am a client that already engages both firms, how will things change?

If you already engage either firm, your lawyers will continue to deliver legal advice seamlessly and with the enhanced benefit of a stronger team working on your matters.



What is the value proposition of the alliance?

Each firm is proud of its reputation for helping clients achieve their business objectives. Building on outstanding practices, each firm will offer even greater value by providing a more robust legal platform in all of the markets clients do business while maintaining the personal connection and commitment of the lawyer each client knows and trusts. This alliance will enable us to deliver service seamlessly with greater effectiveness, efficiency, responsiveness and flexibility.

How can I learn more?

Further information about the alliance: <https://www.dentons.com/en/vpbgalliance>

Further information about Dentons: <https://www.dentons.com>

Further information about Vella Pugliese Buosi Guidoni: <http://www.vpbg.com.br/>