

Virginia Brause

Partner



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Montevideo

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Overview

Virginia Brause is a Partner in the Montevideo office, where she leads the Corporate team. Her activity also encompasses Venture, Tech & Emerging Growth Companies and Estates & Wealth Preservation.

Virginia strives to provide -and has been recognized for- the comprehensive, all-round and bespoke legal assistance which makes the firm stand out in the Uruguayan market. In the Corporate Department, she mainly handles multi-national corporations which require her advice in relation to multi-jurisdictional matters.

She is recognized by her clients as a highly efficient problem solver that finds the way to fulfill their complex requirements. Thus, her activity has directly led to the establishment of several leading cases in Uruguayan jurisprudence.

She has gained significant experience in Free Zone Law, which comes in handy at times when increasing number of corporations are eyeing Uruguay and its legal stability with newfound interest.

Virginia also has extensively advised startups in the tech sector, another booming export market. Besides her attorney-at-law studies, she has completed a Master's Degree in Corporate Law, and, recently, an MBA in both Cranfield University (UK) and the University of Montevideo's business school.

Experience

- **PepsiCo:** Advising in successful negotiations with the Government to enlarge its concentrate production plant (one of the world's largest, which exports to over 30 countries) in Colonia Free Zone with an investment of US\$50 million.
- **Mondelez:** Acting as lead counsel in the Uruguayan division of the global Mondelez-Cadbury M&A, which included a full tax exemption on the transaction.
- **ABS Global (Genus Plc):** Advising in the drafting, negotiation and closing of its Beef InFocus Calf Program Agreement with United Breeders & Packers (UBP) for the implementation of its worldwide known genetics program in the Uruguayan dairy cattle industry.
- **Freddo:** Representing this premium ice-cream retailer in the execution of a Master Franchise Agreement with

its Uruguayan franchisee for all its Uruguayan branches, with a compulsory enlargement clause ensuring that Freddo will notably enlarge its local operations.

- **Arcos Dorados, McDonald’s largest global franchisee:** Acting as counsel in the purchase of Latin America and Caribbean operations by the former. Virginia was awarded the Deal of the Year Award by Latin Lawyer. Also, Virginia was hired to render daily corporate counsel to all companies of the Arcos Dorados Group.
- **Gatorade:** Advising in the negotiation of a multi-million dollar sponsorship deal between the former and Conmebol for the sponsorship of the continental club championship Copa Conmebol Libertadores.
- **Confidential client:** Advising a top international commercial airline in its establishment of operations in Uruguay as part of its global expansion plan.

Recognition

Honors and Awards

- *IFLR 1000*, Singled out for her good performance by clients
- *LatinLawyer* 2019, Leading light for Pro-Bono work
- *LatinLawyer Deal of the Year Award* for the purchase of McDonald’s by ArcosDorados

In the Media

- *El Observador*, Expectations of market leaders for the commencing decade, January 2020,
- *LatinLawyer*, Pepsi to stay another 20 years in Uruguayan free zone, December 2019,
- Interview in *Crónicas* newspaper, January 2018
- Interview in *El Observador* newspaper, November 2016,

Insights

- “A Yellow Light in Uruguayan Free Zone Legislation: Impact of Law 19.566”, *Abogados.com* Argentina, 2018
- “Free Zones: A Successful System in Danger”, *El Observador*, 2013
- “The Legal Franchise: How to Successfully Negotiate a Commercial Franchise”, *Abogados.com* Argentina, 2012
- “The Legal Start-Up of a Company”, *El Observador*, 2011
- “Finding Out the Right Way to Acquire a Business”, *El Observador*, 2011

Activities and Affiliations

Memberships

- Member, Board of Directors, Ronald McDonald’s House Charities, Uruguay Branch, 2011 – present
- Member of the Steering Committee, Cyrus R. Vance Center of New York for the Advancement of Women in the Profession (WIP), 2018 – present

- Member, Dentons Women LEAD

Prior and Present Employment

- Founding Partner, Jiménez de Aréchaga Viana & Brause (now Dentons Jiménez de Aréchaga), 2001–present
- Associate, Jiménez de Aréchaga & Brause, 1993–2001

Areas of focus

Practices

- Corporate
- Venture Technology and Emerging Growth Companies
- Trusts, Estates and Wealth Preservation

Industry sectors

- Technology
- Retail
- Family Office and High Net Worth
- Manufacturing

Education

- Cranfield School of Management, Cranfield University, 2019, MBA, Business Innovation & Leadership
- University of Montevideo (Uruguay), 2019, MBA
- University of Montevideo (Uruguay), 2000, Masters Degree in Corporate Law (LL.M)
- University of the Republic (Uruguay), 1994, Attorney at Law

Admissions and qualifications

- Uruguayan Bar, 1996

Languages

- English
- Portuguese
- Spanish