

Patent Law Firm of the Year – Brazil

Carvalho, Fairbairn & Guidi Advogados

A deep commitment to customer satisfaction is what Julio Guidi, attorney partner with Carvalho, Fairbairn & Guidi Advogados, believes has turned them into an award-winning firm.

Everything at Carvalho, Fairbairn & Guidi Advogados is designed to promote customer satisfaction, from its values such as transparency, speed and efficiency to the constant training of its staff and the way it always seeks to provide a more customized service to customers from foreign countries.

Julio explained: *“Our name brings us many clients and is where we want to be recognised. We work to maintain the excellence in our services so that our brand will grow and enable us to reach customers in the most distant countries.”*

“Our USP is well made, but surely we can improve. We’re not so pretentious as to believe that nothing needs to be done. We believe that there is always a new point to be exploited and how to improve our company.”

In this age of consolidation in the legal industry, growth and competition are always part of strategic thinking. In Carvalho, Fairbairn & Guidi Advogados’ case they believe they are in a good position when it comes to competition, precisely because they are so well prepared to help foreign clients who wish to invest in Brazil.

Although their award has been for their IP practice, Carvalho, Fairbairn & Guidi Advogados provides a full service, meaning foreign clients do not need to look for other providers in their locality. They also work to provide the best prices and payment terms and offer promotions to attract new customers and retain existing clients. However, Julio believes it is the customer service the firm offers that is the key retention factor.

The quality of the team is also important. It must work in harmony, be able to work across the international market and be able to adapt to the firm’s commitment to keep developing its legal services. Julio admits all of this can be a challenge but it’s one they work to meet.

Business opportunities and growth are being keenly considered at Carvalho, Fairbairn & Guidi Advogados, Julio explains: *“We intend to aggressively grow the amount of customers in foreign countries, mainly in China, South Korea, the European Union and North America. One of the expectations is that we will have branches in some of these countries. We also intend to increase our network of partner law firms. Today we have more than 25 partners around the world; we intend to reach the mark of 60 foreign partners in 2014.”*



Fact File

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M&A Law Firm of the year – Australia

Clarendon Lawyers

Clarendon Lawyers is extremely pleased and proud to be recognised by Acquisition International as the Australian M&A Law Firm of the year.

With all the founders coming from careers at top national and international firms, the vision of the firm has always been to provide a top tier service in a smaller environment. Our longer term vision is to be recognised as the leading Australian boutique corporate law firm (and a real alternative to the top tier national and international law firms) in our core practice areas, such as M&A.

At a time when many firms are looking to expand their practice areas and geographical reach, we remain focused on doing what we do best. Our firm does not try to be all things to all people, but rather focuses on its key practice areas - where our specialist skills and experience lie. This award not only acknowledges the service that we provide to our clients, but is also validation of the boutique or specialist law firm model in Australia’s current legal market.

The cornerstone of our model is that we provide small, focused teams with full director commitment and experience on all matters (with sufficient senior and junior lawyer support to ensure that tasks are done by the most cost effective person). Small teams and full director involvement helps us ensure that we provide the highest quality legal service with a commercial focus.

Many of our team members have been with the firm for a long time, which provides continuity of support to our clients, not only for the duration of the transaction or matter, but also for future transactions and matters. It also assists to maintain and further develop the firm’s culture in a consistent fashion.

Our firm’s culture is underpinned by a set of core values developed by the team and which guide our day-to-day operation as well as our strategy and more important decisions. It is these core values that have helped to create a great team environment within which to work and have resulted in strong retention rates. We are all very proud to work in a firm of quality, not quantity and believe that this is reflected in the standard of our work and advice that we provide, the nature of the matters and transactions that we are involved in, and the clients we represent.

Although the global economy has been through challenging times in recent years, this has created many opportunities for our firm. Clients are increasingly looking for firms that deliver better value, particularly in the mid-market where the transaction value does not necessarily justify using a large team at a large national or international firm. However, clients still expect the same level of service that they have previously enjoyed at larger firms, which we are able to deliver. The size and structure of our firm also provides us with the necessary flexibility to tailor our fee arrangements to the requirements of our clients and changes in the legal market.

The Australian legal landscape has changed in recent years, with many of the large domestic law firms merging with international firms. This global consolidation has also created new opportunities for our firm, mainly in the form of referrals from international firms without a presence in Australia and which are reluctant to refer their Australian matters to firms with whom they now compete in other parts of the world.



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