



Cross-Border Legal Issues, Developments in  
Doing Business in Brazil, France, Switzerland  
and the United Kingdom

Wednesday, February 5, 2025  
12:00 p.m. – 1:00 p.m. EDT



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# Business without borders.



Moderator:

David H. Conaway

Shumaker, Loop & Kendrick, LLP

Panelists:

<p>BEELEGAL Bösiger, Engel, Egloff Zurich <b>Markus Bösiger</b> <a href="mailto:Markus.boesiger@beelegal.ch">Markus.boesiger@beelegal.ch</a> <a href="http://www.beelegal.ch">www.beelegal.ch</a></p>	<p><i>Cornet Vincent Ségurel</i> Paris <b>Alexis Marchand</b> <a href="mailto:amarchand@cvs-avocats.com">amarchand@cvs-avocats.com</a> <a href="http://www.cvs-avocats.com">www.cvs-avocats.com</a></p>
<p><i>Field Seymour Parkes LLP</i> United Kingdom <b>Christopher Pollard</b> <a href="mailto:Christopher.pollard@fsp-law.com">Christopher.pollard@fsp-law.com</a> <a href="http://www.fsp-law.com">www.fsp-law.com</a></p>	<p><i>RUCR Law</i> Brazil <b>Renato Ribeiro</b> <a href="mailto:Renato@rucrlaw.com">Renato@rucrlaw.com</a> <a href="http://www.rucrlaw.com">www.rucrlaw.com</a></p>



# Topic Questions

- General business environment in your country: tailwinds and headwinds
- Business opportunities in your country
- Business risks in your country
- Significant legal developments in your country



## United Kingdom Field Seymour Parkes LLP

### **Christopher Pollard: Barrister – Head of Intellectual Property**

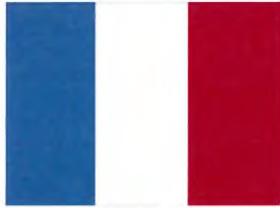
- Barrister specializing in intellectual property and commercial law.
- Client sectors: aerospace, biopharma, software, medtech, fintech, telecoms, film and television, fashion, and creative.
- Non-contentious work: licensing deals, supply and manufacture, R&D, and data protection.
- Contentious work: infringement of patents, copyright and trade marks/passing off, breach of confidentiality, and commercial disputes.
- Lectures on intellectual property for practitioner-based courses.



## Brazil RUCR Law

### **Renato Ribeiro: Partner**

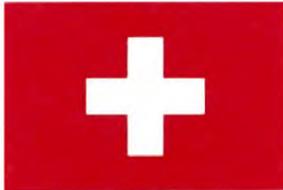
- Focus on corporate law, cross-borders investments, mergers and acquisitions, strategic planning and providing full legal support in Brazil for foreign clients.
- Represents foreign companies with customers, investments, commercial representations, distributors or subsidiaries in Brazil.
- Ph.D. at Federal University of Minas Gerais.
- Founder of the Brazilian Institute of Debates (Instituto Brasileiro de Debates).



## France Cornet Vincent Ségurel

### **Alexis Marchand: Partner - Paris**

- Practices principally in the area of mergers and acquisitions (negotiation and preparation of contracts, guarantees and other security documents, shareholder agreements), in company law (mergers, partial contributions of assets, and other group restructuring techniques), and in business law (in particular sales of going concern commercial law, etc.).
- One-stop shop – full-service French law firm (M&A/corporate + labor + tax + structured finance + commercial + IP/IT + real estate + procurement law + insurance law + litigation)



## Switzerland BEELEGAL Bosiger. Engel. Egloff

### **Markus Bosiger: Senior Partner – Zurich, Switzerland**

- Representing companies and corporate clients in the field of corporate, contract and competition law, including M&A transactions and succession plans.
- Various teaching assignments and publications in the area of corporate law and the topic of legal risk management.
- Since 2012 member of the Court of Arbitration for Sport (CAS), Lausanne.
- Founding partner of the **beecorporate**, a group of companies providing legal, tax, accounting, and other services.



## United States Shumaker, Loop & Kendrick, LLP

### **David H. Conaway: Partner - Charlotte, NC**

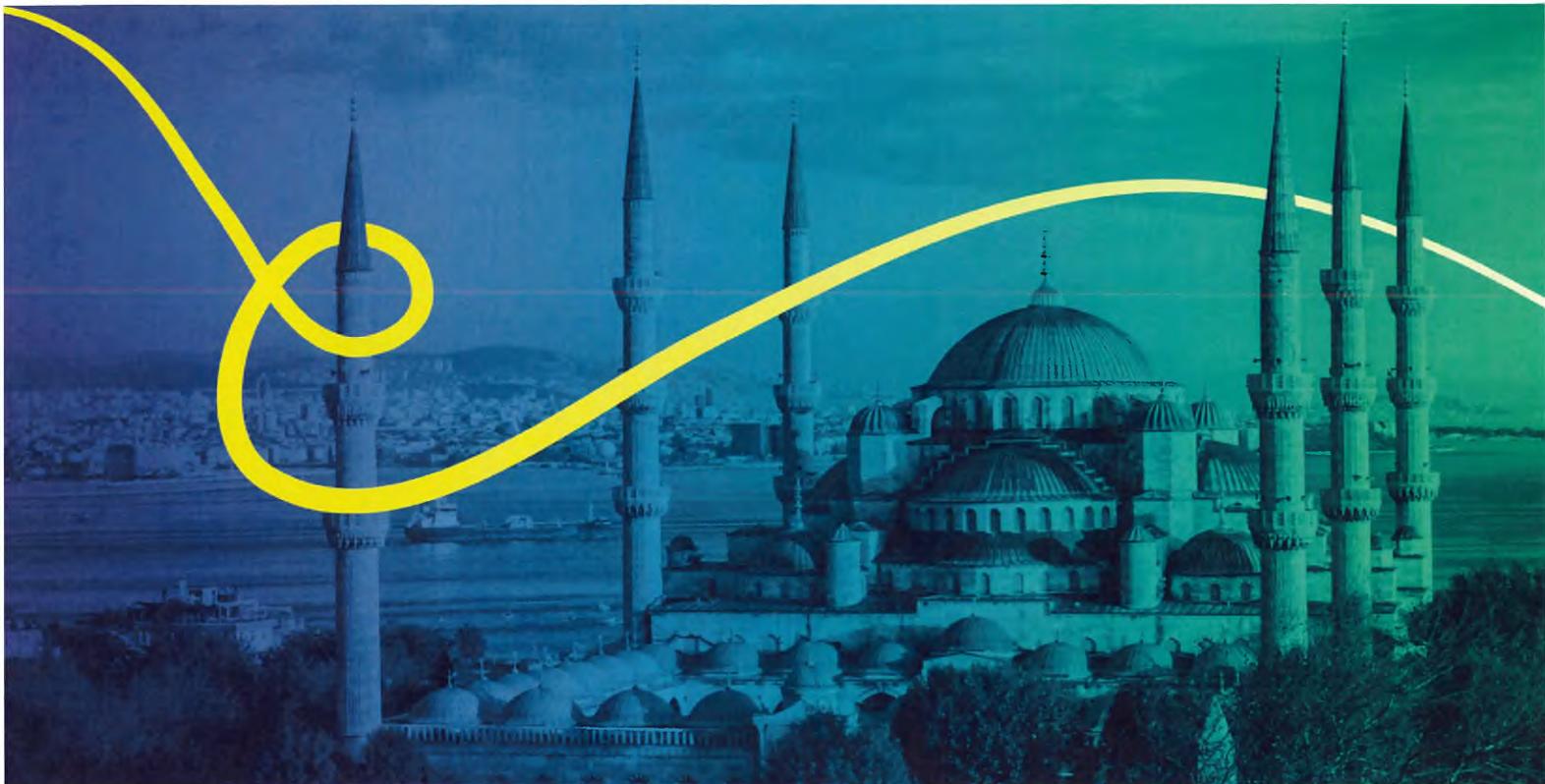
- Chair of Bankruptcy, Insolvency and Creditors' Rights Practice.
- Chair of Shumaker Global and Cross-Border Insolvency Practice.
- Chairman of Global Advocaten.
- Focus on corporate bankruptcy, insolvency and restructuring; commercial contracts and business transactions; commercial litigation and disputes; and cross-border transactions, disputes and insolvencies.
- Represents manufacturing companies, from middle market to large multinational companies in the U.S. and abroad, across many industries.

# Panelists

<p>BEELEGAL Bösiger, Engel, Egloff Zurich <b>Markus Bösiger</b> <a href="mailto:Markus.boesiger@beelegal.ch">Markus.boesiger@beelegal.ch</a> <a href="http://www.beelegal.ch">www.beelegal.ch</a></p>	<p><i>Cornet Vincent Ségurel</i> Paris <b>Alexis Marchand</b> <a href="mailto:amarchand@cvs-avocats.com">amarchand@cvs-avocats.com</a> <a href="http://www.cvs-avocats.com">www.cvs-avocats.com</a></p>
<p><i>Field Seymour Parkes LLP</i> United Kingdom <b>Christopher Pollard</b> <a href="mailto:Christopher.pollard@fsp-law.com">Christopher.pollard@fsp-law.com</a> <a href="http://www.fsp-law.com">www.fsp-law.com</a></p>	<p><i>RUCR Law</i> Brazil <b>Renato Ribeiro</b> <a href="mailto:Renato@rucrlaw.com">Renato@rucrlaw.com</a> <a href="http://www.rucrlaw.com">www.rucrlaw.com</a></p>



Thank you for your attendance.



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DAVID H. CONAWAY, CHAIRMAN





## **Dr. Markus Bösiger**

### *Biography*

- Markus has been representing companies and corporate clients in various industries for many years. He works in particular in the field of contract, commercial and competition law and provides legal advice and representation in M&A transactions and succession plans.
- Over the years, Markus has been involved in a large number of M&A transactions. He supports clients in Switzerland and in cross-border transactions as well.
- Markus has various teaching assignments and publishes regularly in the area of corporate and commercial law as well as in the topic of legal risk management.
- Since 2012, Markus is a member of the Court of Arbitration for Sport (CAS), Lausanne.
- His clientele consists of a large number of medium sized and large Swiss companies and some big international companies where he serves as a member of the board of directors of their Swiss subsidiaries.
- Markus is the founding partner of the **beecorporate**, a group of companies providing legal-, tax-, accounting- and other services.

### **Dr. Markus Bösiger**

Attorney at law | Partner

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## DAVID H. CONAWAY

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704.945.2149

Chairman, Global Advocaten

- David's focus is representing manufacturing companies regarding a variety of issues involving customers and the supply chain, including commercial and financial contracts, disputes, insolvency; and cross-border transactions, litigation and insolvency.
- He advises clients and handles matters throughout the U.S. and abroad, and represents numerous foreign-based clients regarding U.S. issues, and U.S. companies doing business globally.
- Industry experience includes agrichemicals and seeds, appliances, chemicals, plastics and resins, furniture, paper and packaging, forest products, steel and metals, aluminum and glass containers and packaging, food packaging, textiles, and machinery and equipment.
- David is the Chair of Shumaker's Bankruptcy, Insolvency and Creditors' Rights Practice and of Shumaker's Global and Cross-Border Insolvency Practice; the Co-Chair of Shumaker Manufacturing; and a past member of Shumaker's Executive Committee, and Managing Partner of the firm's Charlotte office.
- David is the Chairman of Global Advocaten, a Chambers ranked leading global legal network in 30 countries, on 4 continents, with 1500+ lawyers speaking 35 languages. GlobalAdvocaten.com

### Representative Cases

- Armstrong Flooring, Inc. (Delaware)
- Bernard Madoff Investment Securities, LLC (New York)
- Big Lots, Inc. (Delaware)
- Borden Dairy Company (Delaware)
- Dean Foods Company (Texas)
- Fruit of the Loom, Inc. (Delaware)
- General Motors (New York)
- H-Food Holdings, LLC (Texas)
- Hertz Corporation (Delaware)
- Instant Brands (InstaPot, Pyrex) (Texas)
- Jo-Ann Stores, LLC (Delaware)
- Jos. A. Bank Clothiers, Inc. (Tailored Brands, Inc.) (Texas)
- Kmart Corporation (Illinois)
- McDermott International, Inc. (Chicago Bridge & Iron Company) (Texas)
- MF Global Inc. (New York)
- Neiman Marcus Group Ltd LLC (Texas)
- Party City Holdco Inc. (Texas)
- Polaroid Corporation (Delaware)
- Remington Outdoor Company, Inc. (Delaware)
- Revlon, Inc. (New York)
- Rite Aid Corporation (New Jersey)
- Salt Life Beverage, LLC (Delaware)
- Sears Holdings Corporation (New York)
- SemCrude, L.P. (Delaware)
- Serta Simmons Bedding, LLC (Texas)
- Southern Grocers, LLC (BiLo/Winn-Dixie) (Delaware)
- True Value Company (Delaware)
- Visteon Corporation (Delaware)
- Vital Pharmaceuticals, Inc. (dba Bang Energy/ Quash Seltzer) (Florida)



# Alexis Marchand

## Partner

**Corporate Law – M&A – Private Equity**

Paris

[amarchand@cvs-avocats.com](mailto:amarchand@cvs-avocats.com)

Languages : French, English

## Expertise

- › Banking - Finance
- › Corporate Law – M&A – Private Equity
- › Mergers & acquisitions
- › Capital Investment
- › Company structure and group organization
- › Corporate secretarial services
- › Equity transactions

## In short

After working at Slaughter and May, Bredin Prat and DLA Piper, Alexis MARCHAND joined Cornet Vincent Ségurel as a partner in September 2013, in particular to help develop the Paris office.

Alexis MARCHAND mainly advises on mergers and acquisitions (drafting and negotiating contracts, guarantee agreements and shareholders' agreements), corporate law (mergers, partial transfers of assets and other group restructuring techniques) and business law (in particular transfers of businesses, commercial law, etc.). He has been involved in numerous acquisitions, disposals and business combinations for French and international clients, assisting them in their development by providing pragmatic solutions to the legal issues they face.

After studying law, management and English at the universities of Paris X-Nanterre, Paris I-Panthéon Sorbonne and Paris IX - Dauphine, Alexis MARCHAND graduated with an LL.M in Corporate Law from New York University.



# CHRISTOPHER POLLARD

Barrister - Head of Intellectual Property

Christopher is an employed barrister specialising in intellectual property and commercial law matters (contentious and non-contentious).

Christopher advises and negotiates on transactions, including licensing arrangements, commercial exploitation, procurement via assignment, collaborative research and respective funding arrangements, manufacture and supply and data protection issues. Christopher's contentious work involves infringement of patents, copyright and trade marks/passing off disputes. He also litigates on breach of confidentiality and general commercial disputes.

Christopher advises clients across a variety of sectors including aerospace, biopharma, software, medtech, fintech, and telecoms. His clients involve multi-nationals, SMEs, universities, their spin-out companies and other start-ups.



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Reading, UK



[www.fsp-law.com](http://www.fsp-law.com)

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## RENATO RIBEIRO

### *BIOGRAPHY*

- Renato is a partner at RUCR Law - [RUCRLaw.com](http://RUCRLaw.com), a Brazilian law firm with 25 years of experience representing foreign clients in Brazil.
- Renato's focus is representing foreign companies with customers, investments, commercial representations, distributors or subsidiaries in Brazil.
- He is specialized in corporate law, cross-borders investments, mergers and acquisitions, strategic planning and providing full legal support in Brazil for foreign clients.
- To provide clients with full legal support, Renato oversees other teams that provide his clients with legal services on a permanent basis, including the areas of contracts, labor, tax, intellectual property and consumer law, with the complementary assistance of the international and foreign trade teams of RUCR Law.
- Renato joined RUCR Law in 2008, when he at first worked with debt collection, representing ECA's from all over the world.
- Due to his overall experience, Renato has dealt with cases from various sectors, such as heavy machinery, chemicals, cement, food, furniture, mining, ports, infrastructure, pharmaceuticals, energy industry, technology, payment institutions, among others.
- Renato is a Board Member of Global Advocaten, a Chambers ranked leading global legal network in 28 countries, on 4 continents, with 1400+ lawyers speaking 31 languages. [GlobalAdvocaten.com](http://GlobalAdvocaten.com).
- Renato has a PhD from the Federal University of Minas Gerais. He also founded the Brazilian Institute of Debates (Instituto Brasileiro de Debates) - the national association for university and school debate tournaments in Brazil, which he presided for many years and is now a senior board member.
- International clients worth mentioning which, related to the services mentioned above, hire Renato on a permanent basis in Brazil: COFACE, Credendo Group, Dorel Juvenile, Euler Hermes, Komatsu, Port of Antwerp, SACE, Sinosure.

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beelegal Bösiger. Engel. Egloff belongs to beecorporate with various offices in Switzerland. As a full-service law firm, we cover all areas of law, including corporate and commercial, public and private law.

## Practice areas

### **CORPORATE.**

M&A, Shareholder Agreements, demergers, company succession, Joint Ventures etc.

### **COMMERCIAL.**

Trade Register, commercial permits, public licenses, finance planning and related contracts

### **CONTRACT.**

Rental and work contracts, employment contracts, license agreements, etc.

### **LITIGATION.**

Conducting civil and criminal litigation, risk analyses, Dispute Resolution Management, etc.

### **LABOUR.**

Work permits, participation programs, labor law disputes, restructuring, etc.

### **COPMETITION.**

Antitrust law advice, trade mark law, intellectual property law, unfair competition law, etc.

### **CONSTRUCTION.**

Public building law, private building law, planning and environmental law, etc.

### **INSURANCE.**

General liability law, social insurance law, private insurance law, insurance law issues, etc.

### **CRIMINAL.**

Advice and representation in the context of criminal proceedings, Road traffic law, etc.

### **PUBLIC AFFAIRS.**

Legislation, compliance with political laws, investigation of incidents

### **TAX.**

Tax planning, real estate tax law, value added tax (VAT), inheritance taxation, etc.

### **CIVIL.**

Marriage and family law, inheritance law, pension planning, property law, etc.

### **Specialisation**

We have generalists as well as specialists in every area of expertise.

### **Languages**

We have a diverse team that speaks German, English, French, Italian, Portuguese and Spanish.

### **Permanent Training**

We attach great importance to permanent training so that we are always up to date.

### **Network**

We have good contacts to authorities, banks, other organizations nationally and worldwide

## OUR VALUES.

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We respond within the shortest possible time to help the client.

### Cost Efficiency

We are committed to achieving a sensible balance between cost and return.

### Solution Orientation

The economic goal is at the center of our work. Law is only a means to an end.

### Creativity

We try to think outside the box and come up with creative solutions.



## VISION.

As a Group providing legal, tax, and accounting services we want to continue our growth, establishing new offices all over Switzerland by combining customer proximity with a strong and wide basis of know-how and expertise .

## MISSION.

We want to continuously improve our capacities in order to gain comprehensive expertise. Our mission is to efficiently and effectively help our clients to control risks and achieve goals.



## BEECORPORATE.

beelegal is part of beecorporate with six affiliated companies. As a group, we can provide dedicated services for all entrepreneurial needs of our clients.



**Dr. iur. Markus Bösiger**

Attorney, Partner

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Cornet Vincent Segurel is recognized by reference publications and legal award juries for its expertise in all areas of business law.

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