



AGENDA & SPEAKERS

8:00-8:45 **REGISTRATION AND BREAKFAST**

8:45-9:00 **OPENING**

9:00-9:15 **- KEYNOTE SPEECH -**

TOPIC: MEDIATION AS A NATIONAL POLICY

KEY SPEAKER: PROFESSOR KAZUO WATANABE

Ph.D. Professor at the Law School of Universidade de São Paulo; Partner at Trench, Rossi e Watanabe Advogados

9:15-10:45 **ROUNDTABLE: HOW ARE COMPANIES AROUND THE WORLD USING ADR?**

Engage in a wide ranging discussion of what the future holds for litigation and alternative dispute resolution. Companies that are conflict savvy have figured out realistic ways to stay out of court. The globalization of the economy and rapid developments in technology will have a big impact on how disputes, both domestic and cross-border, are resolved over the next several years. Understand how companies are improving relationships with customers and business partners through ADR and reducing litigation costs in this challenging world.

Moderator: *Leonardo Canabrava Turra* – Partner at Campos, Fialho, Canabrava, Borja, Andrade, Salles Advogados

Confirmed Speakers:

Flavia Mange – Litigation Manager for Latin America at Hewlett-Packard (HP)

Suzana Fagundes Ribeiro de Oliveira – Regional General Counsel for Central and South Americas at ArcelorMittal

Alexandre da Costa – VP Legal Ethics & Compliance at Capgemini Brazil

David Sondheimer, Esq. – David Sondheimer Law Office

Sergio Souza Fernandes Junior – Legal Director at Itaú Unibanco

10:45-12:15 ROUNDTABLE: HOW ARE OTHER INSTITUTIONS USING ADR IN BRAZIL?

Some scholars and practitioners believe that the development of mediation and other ADR methods depends on the active support provided by local courts and institutions, even to the extent of requiring civil litigants to mediate before filing a claim in court. This panel will debate how Brazilian institutions and associations are using ADR to support foreign investment, financial markets, intellectual property, commercial transactions, class-actions and consumers' rights.

Moderator: *Wilson Pimentel* – Sérgio Bermudes Advogados

Confirmed Speakers:

André Gomma – Judge and member of the Committee of the Conciliation Movement of the National Council of Justice (CNJ)

Mariana Veras – Member of “Centro de Defesa da Propriedade Intelectual” at National Institute of Industrial Property (INPI)

Andrea Maia – Partner and Mediator at FindResolution

Diego Faleck – Partner at Faleck & Associados

Thomas Felsberg – Partner at Felsberg & Associados

12:15-13:15 LUNCH

13:15-14:45 SPECIAL USES OF ADR

Moderator: *Leandro Rennó* – Professor at PUC Minas, Director at CAMARB and CONIMA

I. ADR IN CONSTRUCTION: With growth has come change, controversy, and challenges, all of which demand dispute resolution processes that can keep pace and support continued economic development. This panel will address the success and obstacles encountered in the development of alternative forms of dispute resolution in Brazil, including Dispute Resolution Boards, Standing Neutrals, partnering, and the ongoing efforts to create a culture supporting business mediation.

Confirmed Speakers:

Thierry Tomasi – Partner at Betto Seraglini

Irvin E. Richter – Chairman and CEO at Hill International

II. INTELLECTUAL PROPERTY MEDIATION: Mediation of IP disputes and the choice of the expert mediator: advantages and challenges.

Confirmed Speakers:

Nathalia Mazzonetto – Lawyer and Mediator, Partner at Müller Mazzonetto

Claudia Frankel Grosman – Lawyer and Mediator, Partner at Bayer, Grosman e Levy Advocacia Colaborativa

III. DEAL MEDIATION: Can a tool useful in resolving business disputes also aid parties in coming to an agreement? How can a Deal Mediator add value to complex cross-border negotiations?

Confirmed Speakers:

Patricia Freitas Fuoco – Partner at Pacheco Neto, Sanden, Teisseire Advogados

Joan Stearns Johnsen – Partner at JSJ Mediations

14:45-15:15 **COFFEE-BREAK**

15:15-16:30 **ONLINE DISPUTE RESOLUTION**

E-commerce has exploded. A transparent, effective and creative technology-assisted dispute resolution process is essential to resolve low-value-e-commerce disputes. This panel will address the strategic consideration of companies operating in Latin American countries and how they are exploring the new universe of online dispute resolution.

Moderator: *Daniela Gabbay* – Professor at Direito GV - FGV/SP, Of Counsel at L. O. Baptista, Schmidt, Valois, Miranda, Ferreira, Agel

Confirmed Speakers:

Daniel Arbix – Corporate Counsel at Google

Laura Fragomeni – General Legal Counsel Latin America at Walmart eCommerce

Nicolás Lozada-Pimiento – Founder of 1493 S.A.S. and Consultant at the Ministry of Trade of Colombia

Mayte Ximenes – Legal Director at Groupon Brasil

16:30-17:45 **ETHICS IN MEDIATION: SHOULD MEDIATORS INFORM AUTHORITIES ABOUT CRIMES LEARNED DURING THE MEDIATION?**

In this panel, speakers will debate different jurisdictions' limits of confidentiality obligations in the mediation process and the mediator's and the participants' duty to report crimes, in different situations. In the absence of controlling legislation in Brazil, which obligations should prevail?

Moderator: *Fernanda Levy* – Partner at Instituto D'accord; General Secretary at CONIMA

Confirmed Speakers:

Flávio de Mendonça Campos – Partner at Campos, Fialho, Canabrava, Borja, Andrade, Salles Advogados

Pedro Ribeiro de Oliveira – Of Counsel at Sacha Calmon, Mizabel Derzi Advogados

Julie Bédard – Partner at Skadden, Arps, Slate, Meagher & Flom LLP

Bernardo Portugal – Partner at Portugal Murad Direito de Negócios

Renato Grion – Partner at Pinheiro Neto Advogados

17:45-18:35 ADR PLEDGES: EFFICIENT TOOLS FOR THE PROMOTION OF ADR & SYSTEMIC ADR APPROACH TO GLOBAL BUSINESS DISPUTE RESOLUTION

This panel will discuss how the CPR Corporate ADR Pledge, the CPR Law Firm Policy Statement on Alternatives to Litigation, and other ADR Pledges have successfully contributed to the growth of ADR in the United States and Europe. It will also discuss how the new CPR 21st Century ADR Pledge, which was recently launched and has already been adopted by over 30 major multinationals, differs from the original Pledges and how it can further the goals of corporations towards a more efficient and cost-effective approach to global business dispute resolution.

Moderator: *Fernando Serec* – Partner at TozziniFreire Advogados

Confirmed Speakers:

Olivier P. André – Special Counsel & Director of Dispute Resolution Services at CPR Institute

Ianda Silva – Legal Director at GE Global Growth & Operations

Hagit Elul – Partner at Hughes Hubbard & Reed LLP

Melissa H. D. V. Penteado Camara – Senior Legal Counsel at AkzoNobel Legal Group

18:35-18:45 FINAL REMARKS

18:45-21:45 COCKTAIL RECEPTION & NETWORKING