ABOUT CPR

Established in 1977, CPR is an independent nonprofit organization that helps prevent and resolve legal conflict more effectively and efficiently.

The CPR Institute drives a global prevention and dispute resolution culture through the thought leadership of its diverse membership of top companies, law firms, lawyers, academics, and leading mediators and arbitrators around the world. The Institute convenes best practice and industry-oriented committees and hosts global and regional meetings to share practices and develop innovative tools and resources. The Institute trains on dispute prevention and resolution, publishes a monthly journal on related topics, and advocates for supporting and expanding the capacity for dispute prevention and resolution globally.

CPR Dispute Resolution harnesses the thought leadership and output of the Institute while providing independent ADR services – mediation, arbitration, early neutral evaluation, dispute resolution boards and others – through innovative and practical rules and procedures and through CPR's Panel of Distinguished Neutrals.

Since it was founded by General Counsel at leading corporations over four decades ago, CPR has expanded all over the world. Today, CPR is active in the United States, Canada, Latin America, the Middle East, Asia and Europe.

CPR IN BRAZIL

CPR's presence in Brazil dates back to 2011 with the launch of an initiative to promote the use of commercial mediation to improve dispute resolution in Brazil. Thanks to grants from multinational corporations, CPR developed a strong collaborative network with Brazilian ADR providers, bar associations and other professional organizations, as well as the Brazilian judiciary. CPR also trained business mediators, organized conferences and other events to raise awareness about mediation, and translated key supporting material in Portuguese, including rules, protocols, training materials and success stories. In addition, CPR supported the launch of ADR or Mediation Pledges – inspired by the CPR ADR Pledges – by the Chamber of Conciliation, Mediation and Arbitration of CIESP/FIESP (Center of Industries of the State of São Paulo/Federation of Industries of the State of São Paulo), the Brazilian Center for Mediation and Arbitration (CBMA) and the Commercial Association of Parana (ACP).

Today, CPR carries out its mission in Brazil with the help of its Brazil Advisory Board (BAB), a prestigious body of dispute prevention and resolution experts composed of CPR member representatives based in Brazil. The Chair of the BAB is Rafael Francisco Alves, Partner at L.O. Baptista Advogados, and its Vice-Chair is Mônica Mendonça Costa, Partner at TozziniFreire Advogados. Within the BAB, representatives from leading Brazilian law firms work collaboratively with senior legal representatives from leading corporations.

CPR and its BAB regularly organize trainings and educational programs for corporate counsel, business associations, private lawyers and judges on the benefits of Alternative Dispute Resolution methods. Since 2013, CPR has organized annual conferences on mediation and business dispute management in different parts of Brazil, including São Paulo, Rio de Janeiro, Belo Horizonte and Curitiba. Recently, CPR released the Brazil Mediation and ADR Guide (Guia de Mediação e ADR no Brasil) a practical resource for corporate counsel to better understand and take full advantage of the range of “alternative dispute resolution” processes available in Brazil.

The BAB also promotes CPR Dispute Resolution Services in Brazil and continuously identifies highly qualified arbitrators and mediators to join CPR’s Brazil Panel of Distinguished Neutrals, a panel of experienced arbitrators and mediators who can assist parties to resolve business disputes involving both Brazilian and International companies.

For more information about CPR Brazil, please visit our website at bit.ly/CPRBrazil.
GABRIEL COSTA | MANAGING COUNSEL | SHELL
“Through an active and diverse local board, CPR has been driving the way the Brazilian legal community perceives and embraces alternative mechanisms to resolve business disputes. In a jurisdiction such as Brazil, with significant levels of litigation, this is not a small achievement. The CPR Brazil Advisory Board brings just the right balance between CPR’s global reach and experience and Brazil’s unique features as a developing economy.”

ADELMO M. MACHADO | LEGAL DIRETOR | ASSURANT SEGURADORA
“CPR is one of the main instruments that in-house lawyers can rely on to be connected to the best ADR professionals in Brazil and worldwide. In addition to offering valuable professional growth, CPR helps us save costs and support the implementation of an organizational ADR culture.”

CAMILA BIRAL | PARTNER | DEMAREST ADVOCADOS
“As a member of CPR I have the great opportunity to interact with a well experienced global litigation team and to be continuously updated about the hot topics in ADR.”

DIEGO FALECK | PARTNER | FALECK & ASSOCIADOS
“CPR has been a lighthouse for the development of mediation in Brazil. The organization has generously shared their historical high quality resources in ADR; inspired us and participated in some of the most important initiatives for the country’s mediation community, such as the Brazilian Mediation Pledge of 2014.”

DANIEL ARBIX | HEAD OF LEGAL | GOOGLE
“CPR’s precious resources, powerful events and non-stop trust-building efforts have, over the past years, contributed immensely to the expansion of ADR in Brazil. By connecting businesses, public officials and academia in the country, CPR is paving the way for the smarter dispute resolution of the future.”

JOAQUIM DE PAIVA MUNIZ | PARTNER | TRENCH, ROSSI E WATANABE ADVOGADOS
“CPR is the greatest global ADR think tank. Membership provides to me access to cutting edge issues, and valuable resources for addressing them.”

VILMA TOSHIE KUTOMI | PARTNER | MATTOS FILHO, VEIGA FILHO, MARREY JR E QUIROGA ADVOGADOS
“CPR is the perfect environment to connect you with the right people and share experiences about any dispute resolution matters”

RAFAEL ALVES | PARTNER | L.O. BAPTISTA ADVOCADOS
“CPR is a global network of highly qualified practitioners devoted to dispute resolution and prevention. CPR Members collaborate to organize cutting-edge international conferences, webinars, in-house counsel roundtables and to produce guidelines and protocols to promote best practices in dispute prevention and resolution worldwide.”