

Buenos Aires, July 18<sup>th</sup>, 2022

**The most important legal services platform in Argentina with a multiniche strategy is established.  
Bruchou & Funes de Rioja**

*Today, the law firms Bruchou, Fernandez Madero & Lombardi -leader in corporate legal advice- and Funes de Rioja & Asociados, -leader in corporate labor law-, announced their integration to jointly provide their high value-added services with a "multiniche" strategy, which enhances the best of high specialization and integration of practices.*

This decision stems from the deep affinity in values and high standards of corporate legal services delivery, coupled with a strong complementarity.

Through the new unified platform under the same brand and governance, Bruchou & Funes de Rioja will be led by 55 partners covering all the practices required for corporate legal advice in Argentina.

The market leadership of both firms, and the quality of service to national and international corporate clients that identifies them, will be enhanced in a new organization, which will have a team of experts composed of more than 150 lawyers, who will offer excellent services with deep business knowledge.

*"We are very pleased to celebrate this innovative model that integrates and complements our practice with a firm of proven excellence and leadership. Convinced that the legal service continues to evolve, we intend to stay ahead of trends and continue making law a practice that prioritizes ethics, talent with strategic thinking and added value to the client," said Ignacio Funes de Rioja, member of the Executive Committee and the Board of Directors.*

Bruchou & Funes de Rioja will be managed by a Board of Directors and an Executive Committee composed of:

Executive Committee and Board of Directors	Hugo Bruzone Ignacio Funes de Rioja Liban Kusa Rodrigo Funes de Rioja
Board of Directors	Florencia Funes de Rioja Lucila Winschel Eduardo J. Viñales Guillermo F. Perego José Bazán Mariano Luchetti

It will also be supported by a Founder's Council, made up of Enrique Bruchou, Carlos Lombardi and Daniel Funes de Rioja.



## **Customer value**

*"The reality of clients makes it increasingly necessary to align practices and services with a multidisciplinary approach, but deeply specialized and homogeneous. In this sense, we are convinced that the possibility of counting on the talent and capacity of our new partners, undisputed leaders in labor law, allows us to add value for our clients and enhance all our practices," explained Hugo Bruzone, member of the Executive Committee and the Board of Directors.*

*"The "multiniche" strategy consists of the integration of the various practices to maximize the value added to clients while maintaining the benefits of expertise by specialty. This provides greater depth of knowledge, know-how and know-who best suits the needs of clients, enriched by the complementation of specialties; interdisciplinary teams and integrated support in terms of infrastructure, technology, innovation, human capital management and quality, for which both firms are recognized locally and internationally," said Rodrigo Funes de Rioja.*

The integrated team will thus have a solid group of specialists that will focus on personalized services and will assist clients in a comprehensive manner in all legal aspects involved in the conduct and management of their companies with the highest quality standards.

## **The best talents**

Due to its specialization in highly complex matters, Bruchou & Funes de Rioja maintains the strategic vision of continuing to be the best platform for the development of talent in Argentina, offering new generations the greatest challenges and opportunities in the practice of law.

