

KERMAPARTNERS WELCOMES *Gonçalves & Gonçalves Marketing Jurídico* as Alliance Member

BRAZILIAN LEGAL MARKETING FIRM GONÇALVES & GONÇALVES MARKETING JURÍDICO (GGMJ) HAS BECOME THE LATEST MEMBER OF THE KERMAPARTNERS ALLIANCE.

The agreement, which was effective as of 1 April 2009, brings KermaPartners ever closer to the Latin American market, which remains one of the most important economic growth markets in the Americas and beyond, despite the ongoing market downturn.

GGMJ's founder and executive partner Marco Antonio P. Gonçalves is a legal marketing specialist with several years of experience in professional service firms and more than ten years of practical experience in information technology. He is the author of numerous articles on legal marketing, including a recent study conducted with Silvia Hodges, entitled 'The State of Legal Marketing in Latin America', published in 2008 by the Legal Marketing Association (LMA). The study also included input from Leopoldo Hernández Romano, of HernándezRomano Consultores, a professional services consulting firm based

in Mexico, which also became a KermaPartners Alliance Member in 2008.

KermaPartners will work with Marco Gonçalves to give their clients better access to, and understanding of, the burgeoning Latin American market. At the same time, Gonçalves & Gonçalves Marketing Jurídico will be able to use the international expertise of KermaPartners to better understand the global challenges and opportunities facing Brazilian firms today. In addition, Alliance Members GGMJ and HernándezRomano Consultores (HRC) will have the opportunity to combine learning and resources in the region — a partnering opportunity that will start with a joint study on legal marketing in firms established in Brazil and Mexico.

Leopoldo Hernández Romano, Managing Partner at HRC,



**Gonçalves
& Gonçalves**
MARKETING JURÍDICO

said: "The inclusion of GGMJ in the KermaPartners Alliance contributes to its positioning in the Hispano American market, adding experience and local market knowledge of the Brazilian market. The particular understanding of our markets' culture clearly makes a positive difference to our services approach".

Marco Gonçalves added: "We are delighted to partner with KermaPartners and its team of very talented professionals in helping their clients pursue opportunities in the Brazilian market, which is moving forward in spite of the current economic climate. We also hope to expand our knowledge base with KermaPartner's expertise to help our current and future clients better deal with all the changes happening in the local and global legal markets."