

**FINTECH AND NEW  
TECHNOLOGIES IN  
BUSINESS**



## Fintech and New Technologies in Business

Our team of specialists provides advice to various regulated and non-regulated entities from the perspective of Mexican law that use technology in the development of their businesses.

Our firm's lawyers advise on the incorporation, authorization, registration and/or day-to-day regulatory compliance process, as required, of regulated entities such as financial technology institutions (including both crowdfunding

institutions and electronic payment fund institutions), credit institutions, broker dealers, multiple purpose financial companies (SOFOMES), and popular financial institutions (SOFIPOS). Also, our team of specialists provides advice to companies that, through the use of new business technologies, offer different products and services in Mexico or abroad.



Furthermore, our experts advise those entities that, through their electronic systems, promote the execution of credit transactions (with and without collateral) between different actors of the fintech ecosystem, as well as companies that use new digital platforms to carry out their business purpose, either inside or outside the Mexican territory but with financial or operational effects within such territory.

The multidisciplinary team positions the Firm in an unparalleled manner to (i) advise various domestic and foreign investors on capital investments or disinvestments made in the different stages of a company, (ii) advise on general corporate aspects as well as on regulatory compliance, depending

on the legal nature of the respective entity, (iii) assist in the registration of trademarks and patents, (iv) identify processes for the treatment of personal data, information technology and privacy, (v) advise investors and companies in the adequate compliance of their tax obligations, and (vi) if necessary, advise on the prevention of money laundering, corporate governance, anti-corruption, among others.

Our industry group integrates each of the Firm's practices, always seeking to maintain close communication among its members to achieve efficiencies that translate into better service to our Firm's clients.

# Our Team

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The team is conformed by attorneys with extensive experience applicable to all industries in Mexico, also the team has the knowledge and contacts in several organizations to provide prompt response to our clients' needs.

## Diego Gómez-Haro Katznelson

Diego Gómez-Haro has almost 20 years of experience serving as the lead or local counsel advising a broad range of clients, including *private equity funds, financial institutions, venture capital firms, corporate clients, and family offices*, in domestic and international transactions in Mexico.

He has substantial experience in *mergers and acquisitions and corporate transactions*, including *structuring of investment vehicles, asset and stock acquisition and disposition, project development, due diligence and financing*.

Diego has led *cross border transactions*, advising large multinationals and private equity investors and sponsors on *acquisitions and investments* in Mexico across multiple industries.

## José Alberto Campos-Vargas

José Alberto co-heads the International Trade and Customs Practice Group. He has more than 20 years of experience advising clients foreign trade and customs operations in all business sectors and particularly those in highly regulated sectors. Alberto is highly skilled in international trade issues related with life sciences, food, non-alcoholic and alcoholic beverages, medicines and medical devices, cosmetic perfume, beauty products, and tobacco products as well as automotive and retail industries. He has advised clients on free trade agreements, import duties, export development programs including IMMEX and PROSEC, among other, customs and non-customs requirements for all kind of proeucts, and international trade issues in mergers, acquisitions, restructurings and privatizations. He has successfully represented national and foreign clients in customs and international trade administrative proceedings and litigation, as well as in negotiations with governmental authorities and in verification processes related to customs and foreign trade.

## Luis Antonio González-Flores

He possesses a broad experience in national and international tax audit, anti-money laundering and anti-corruption compliance strategies particularly focused on multinational enterprises ("MNE"). His practice focuses on Mexican MNE's going outbound and foreign MNE's coming inbound to Mexico on highly complex matters, particularly those that refer to related party transactions and international taxation. Before joining Sánchez Devanny, he had a distinguished twenty-year career at the Mexican Tax Administration Service, where he served as Central Audit Administrator and International Audit Administrator, both at the Large Taxpayers Division.

## Ernesto Silvas-Medina

Ernesto has over 20 years of experience serving as lead or local counsel for international and domestic corporate clients, institutional investors, private equity funds and family-offices. He has extensive experience in middle and upper-middle market cross-border transactions, multi-jurisdictional and domestic stock and asset acquisition transactions and projects, and in-bound and out-bound equity joint ventures.

He advises international banks and financial institutions and international and domestic corporate borrowers on cross-border commercial loans, syndicated loans and project financing and all type of security packages and collateralization. Additionally, Ernesto advises international companies on structuring their entry and/or investments in Mexico, setting up manufacturing facilities or businesses in Mexico and all legal issues associated with day-to-day operations.

## José Berrueta-Ochoa

José has developed significant experience in capital markets, banking and finance and financial regulation during more than 18 years. His practice has increasingly focused on representing issuers and underwriters in respect of domestic and international debt and equity offerings, including corporate bond offerings, equity offerings and structured instruments. As to his banking and finance practice, he has represented domestic and international lenders in structuring and restructuring credit facilities for Mexican public and private sector entities. During the last years, he has also assisted several entities in the Fintech ecosystem.

## Mariana Eguarte-Morett

She has more than 15 years of legal experience, and is admitted to law practice both in Mexico and in the State of New York, USA. Her practice is primarily focused on national and international corporate tax issues. She has experience in a variety of tax matters, including M&A, corporate restructurings, transfer pricing and legal audits. Her experience also comprises tax audit reviews, as well as the implementation of defense strategies before tax and judicial authorities. Mariana has advised national and multinational clients in diverse sectors including real estate, energy, hospitality, automotive, retail, and air transportation.



## Who we are

Sánchez Devanny is a leading Mexican law firm that provides full-service legal advice both to Mexican and international clients.

## More than attorney-client services

We build enduring client relationships that go beyond individual service contracts because we make every effort to understand our clients' businesses and expectations, to serve as an ally, and to provide complete, accessible and personalized advice. As a testament to these efforts, we continue to advise clients today who have trusted us with their legal matters since the firm was founded in 1996.

## Experience and creativity

Throughout the firm, we take pride in serving our clients with a combined approach of experience and creativity because we recognize that when you know how things are done it is easier to think outside the box. Our partners offer a wealth of experience, including in prior roles as in-house counsels at global companies and government agencies, and key roles within international law firms.

With offices in Mexico City, Monterrey, and Querétaro, as well as several strategic alliances worldwide, the firm is well-positioned to quickly and efficiently represent and respond to clients' needs, shortening the distance between us and our clients. Our services are delivered in an efficient, professional, cost effective and timely manner, keeping always in mind that, as lawyers, we are business facilitators for our clients and must maintain a proactive and preventive approach.

## Team

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