



AN INTRODUCTION TO NEW PARTNER CARLOS EDUARDO COELHO

Over the past three years, Carlos has been pivotal in helping the firm build a robust insurance practice, which has thrived amid the increased demand by clients due to the impact of the Covid-19 pandemic and Macau policy goal to become a financial services platform.

Managing partner, Rui Pinto Proença commented:

“We are delighted to welcome Carlos to our partnership. I am incredibly proud of his achievements, particularly in helping the firm carve out a robust insurance practice, over his years with MdME.

Carlos’ strength in executing market-leading corporate deals demonstrates our core mandate to our clients – to deliver excellence and commercially-minded solutions to their ambitions and problems. It has been a very

challenging few years for the world’s economy, however, during this time, Carlos has demonstrated the skills and leadership qualities which we need to cement our position as Macau’s leading law firm.”

Carlos Eduardo Coelho is admitted to practice in both Portugal and Macau SAR. He is also a Private Notary admitted since 2020. Born and raised in Portugal, Carlos moved to Macau in 2009 and joined MdME in 2018 after working at another Macau leading law firm.

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- Carlos Eduardo Coelho

As a corporate lawyer, Carlos advises corporations and financial institutions on a broad variety of corporate matters, including financial and operational restructurings (merger, divestitures, recapitalization), and regulatory compliance matters. He has been particularly active in a wide range of M&A transactions, including private company acquisitions, disposals and spin-offs in Macau and across Asia Pacific.

Over the past three years, Carlos has been pivotal in helping the firm build a robust insurance practice, which has thrived amid the increased demand by clients due to the impact of the Covid-19 pandemic and Macau policy goal to become a financial services platform. He has identified significant opportunities to help grow and deepen our expertise in advising on insurance matters. Now as a partner, Carlos will continue to lead the firm in leveraging its existing capabilities to seize majority market share in the insurance space.

Carlos commented:

“The growth of our insurance practice has become a core mandate for me over the past few years. So far, we have seen remarkable percentage growth year on year for that practice. As a new partner, I aim to grow that part of the business even further. Most importantly, we’ve seen growing need in insurance-related advice from our clients and we intend to continue to support these clients by providing the top-tier legal advice MdME has built a reputation on.”

“The pandemic has brought some awareness to the need for and importance of having insurance coverage, not only for individuals but also for the business world. This will continue to push for growth in this sector, particularly as the insurance penetration rate is still fairly low here. But as demand and awareness rise, insurance providers will also start to develop more products in

Macau, which will create the need for legal advice and support,” Carlos added.

Carlos has been involved in a wide range of insurance transactional, advisory and product development work, including corporate restructuring, licensing, distribution, and general advisory work on the regulatory environment in Macau. He also advises clients on matters relating to insurance intermediaries, reinsurance, insurtech and other regulatory and compliance matters.

Beyond that, his ascension into partnership is also merited by his expertise in the gaming space, a core market for Macau. He has built a strong reputation in the gaming industry which is driven by casino operators, sports betting licensees, global gaming exhibitions organizers, online and mobile gaming companies, gaming equipment manufacturers and gaming sector investors. To these clients, Carlos provides comprehensive corporate and regulatory assistance.

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Carlos has received prominent recognition in several legal directories, including Chamber and Partners, IFLR 1000 and Legal 500. He has been recognized as Asia Future Leader 2021 by IFLR, "Best Industry Rising Star" at the 2018 G2E Asia Awards, as well as one of the "Emerging Leaders of Gaming 40 Under 40" by Global Gaming Business and The Innovation Group, in 2018. He completed his LL.B. degree at Coimbra University (Portugal), as well as Università degli Studi di Milano (Italy) and obtained both his LL.M. degree on Corporate Law and LL.M. degree on Banking, Securities and Insurance Law from Coimbra University.

“I am proud to be a MdME partner and thank the firm for believing in me,” said Carlos. “We are truly a leading firm in Macau, and we pride ourselves on our international

standards, as well as our technical and service excellence. I look forward to growing with the firm from strength to strength and in supporting the firm to continue to blaze trails in all our key markets.”

Carlos’ recent highlight deals include:

- **Multinational technology corporation spin-off** - Assisting an American multinational technology corporation with the separation of its Managed Infrastructure Services unit of its Macau Global Technology Services division into a new public company, therefore creating two industry-leading companies.
- **Worldwide Cash Business Division takeover** - Assisting the world’s largest cash-handling group, New York-listed Company with the takeover of the Macau Cash Business Division of the world’s largest private security firm (FTSE 250 company)
- Assisting a **Global Life Insurance Company** with the licensing and setting up of its activities and operations in Macau, including completing all the relevant insurance regulatory work, corporate and board level advice for application purposes.

ABOUT THE FIRM

Since its establishment in 2006, MdME has put its particular brand of excellence, responsiveness and innovation at the service of major local and international Clients, assisting them in some of the largest and most complex transactions, financings and disputes in Macau.

The Firm has since expanded its footprint to include presences in Hong Kong and Lisbon. This presence in key markets, together with our membership of the Lex Mundi Network, allows us to extend our reach globally.

With its team of professionals qualified to practice in multiple jurisdictions, and positioned at the heart of key initiatives of the People’s Republic of China such as the Greater Bay Area, One Belt, One Road and the Chinese investment in Portuguese-speaking countries, MdME is uniquely poised to take a relevant role in assisting Clients in the context of both their inbound and outbound investments.



Carlos Eduardo Coelho
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