

In The News

# Pedro Freyre Explains Biggest Myths for Business in Latin America

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Pedro Freyre, International Practice Chair, discussed the biggest misconceptions of doing business in Latin America in an interview with *Global Trade Magazine*. He corrects assumptions that Latin American businesses are not up to speed on technology or that they lack understanding of complex issues, and instead speaks to their resiliency, adaptability, and competency in dealing with different nationalities, markets, and opportunities.

“Latin America is a resilient, tough business environment with a lot of ups and downs, but also very global in that it deals with various jurisdictions in its trade relationships,” Freyre said. “I have found Latin American clients to be sophisticated and understanding of issues and nuances. There are always legal cultural differences and part of our job is that we are the interpreters that bridge this gap.”

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