

Hernández & Cía adds Payet Rey lawyer as antitrust head after departure

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Giancarlo Baella and Enrique Cavero Safra

Peruvian firm Hernández & Cía has appointed a new competition law head – on the same day that the former leader of that practice left to join local firm Vega & Abogados – by hiring an associate from Elite outfit Payet, Rey, Cauvi, Pérez Abogados as partner.

Hernández & Cía, which comes [Highly Recommended](#) in the *Latin Lawyer 250*, announced the arrival of Giancarlo Baella on 1 August, bringing its partner tally to 26.

Baella takes over from Enrique Cavero Safra, after the former antitrust head was hired by Vega to launch telecoms, competition and intellectual property groups at the firm. That move also became official on 1 August, though Safra left Hernández & Cía earlier in July. Vega now counts a total of five partners.

New antitrust head Baella counts over 15 years' of experience providing personal data protection and compliance advice on matters ranging from unfair competition to consumer protection. He joins Hernández & Cía as a partner following an 11-year stint as a principal associate at Payet Rey. Before that, Baella spent just over two years at local Elite firm Estudio Echecopar member firm of Baker McKenzie International – a role that came after a short tenure as a legal assistant at Peruvian competition authority Indecopi.

Hernández & Cía's managing partner, Juan Luis Hernández, says that "Giancarlo is a professional with extensive experience in competition matters and we know that, under his leadership, we will be able to gain more market share in this practice."

"His knowledge in corporate merger control is very important to complement our robust M&A area, given the prior control regime in charge of Indecopi that has been implemented in the country for the last three years," he adds. The managing partner refers to the two-phase merger control regime [introduced](#) by Indecopi in 2021, under which the competition authority is required to authorise deals both before they are signed and at closing.

Baella asserts that "joining a consolidated firm such as Hernández & Cía" is a challenge that he takes on "with great enthusiasm."

At Peruvian firm Vega, its new telecoms, competition and IP lead Cavero counts nearly 25 years' worth of legal experience – during which he has sharpened his knowledge of competition law, trademark matters and copyright issues, as well as technology advice. Cavero's arrival follows a nearly 15-year tenure in Hernández & Cía's partnership. Before that, he spent just under a decade advising in-house at manufacturing giant Procter & Gamble. That includes five years as general counsel for its operations in Peru and Bolivia, followed by four years as IP legal manager for its Latin American division.

Vega's managing partner, José Manuel Guerra, explains that the addition of Cavero "strengthens the [firm's] team with a global perspective and a strategic focus on very important areas of law, thus enhancing [its] ability to offer advanced legal solutions to clients. He adds: "I am confident that Enrique will greatly contribute to the team and play a significant role in the consolidation of our firm."

Cavero says that he is looking forward to taking on the department head role. "This is such an exciting phase of consolidation and new challenges for my team and myself," he remarks.

Reflecting on Cavero's departure, a spokesperson from Hernández & Cía remarks: "We part on the best terms possible, and we wish him well on this stage of his career."

Vega & Abogados offers services relating to conflict resolution, finance, administrative law, intellectual property, labour and corporate law, amongst others. It is headquartered in Lima.

Hernández & Cía is celebrated for several of its practice areas, including antitrust and competition, litigation, intellectual property, as well as data, technology and privacy law. In June, it [added](#) a counsel from local firm De Bracamonte, Haaker, Castellares Abogados to its partnership – strengthening its restructuring and insolvency department.

One of the most prominent players in Peru's legal market, Payet Rey is commended for its antitrust and competition, corporate and M&A, tax, banking and finance and capital markets groups, to name a few. In October, the outfit [hired](#) three partners from CMS Grau – bolstering its mining practice.

Latin Lawyer contacted Payet Rey for comment on Baella's departure but did not hear back before publishing.

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