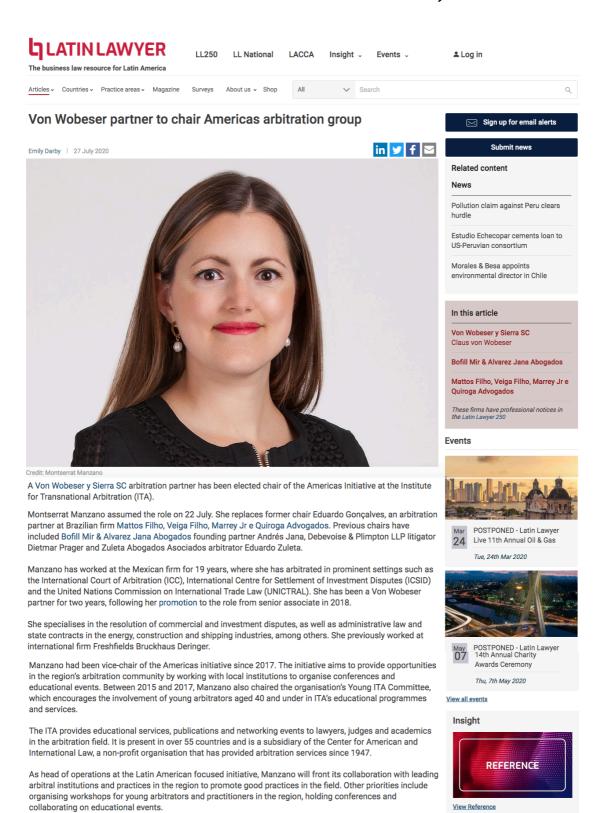
## LATIN LAWYER - VON WOBESER Y SIERRA - 28 JULIO 2020



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Von Wobeser managing partner Claus von Wobeser told Latin Lawyer that he was proud that the firm's partner was selected for the role. "Having a Latin American woman lead the initiative is a big win for our region and it is a well-deserved recognition for her work both at ITA and in the field of arbitration as a top lawyer," he adds.

ITA director David Winn welcomed Manzano to the role in the statement, in which he added that the new chair will bring "new energy and extraordinary creativity" to the role.

Manzano aims to increase oppurtunities for lawyers in the Latin American and Canadian arbitration spheres to collaborate with the ITA. The partner intends to do this by circulating ITA-approved guidelines on best practice in arbitration as well as building on a healthy international network of lawyers in the field. "By the end of my term, we will have an increasingly diverse membership base and a wide range of practitioners from these regions actively involved," predicts the new chair, who says that her prior experience as vice-chair and familiarity with the structure of the ITA puts her in a strong position to continue to collaborate and create important connections with key players in the field.

Following the covid-19 outbreak however, the Americas Initiative has adapted its approach. The team is working on producing content, events and key oppurtunities that are accesible remotely says Manzano, who adds that the the team is drawing on its energy and creativity to provide oppurtunities that "strengthen the exchange of ideas among arbitration practitioners throughout the Americas."

The legal market may have had to adapt rapidly to match the demands of covid-19, but this has proven the legal market's ability to innovate and be more efficient in spite of the crisis says Manzano. "The future of arbitration after covid-19, will certainly lead the legal profession in Latin America to achieve better results for our clients in terms of efficiency and costs, build stronger institutions and law firms, as well as advance a shift towards wellbeing within our profession," affirms the new chair who adds that "I am eager to see how this change of paradigm will reshape the legal profession."

A 2020 Americas workshop is set to be held by the ITA this autumn.

The Americas initiative was launched by the ITA in 2003, to improve access to educational tools and key opportunities in Latin America's arbitration arena. The group has since held conferences in São Paulo, Mexico City, Buenos Aires and Bogotá. In 2014 it launched the ITA Latin American Arbitration Forum (ITAFOR), a leading online forum for arbitration practices in the region.

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