

Thought Leaders



Cecilia Flores Rueda

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Thought Leader

Thought Leaders - Mexico 2020 [Q&A](#)

WWL Ranking: **Thought Leader**

WWL says

Cecilia Flores Rueda is a dispute resolution expert with considerable experience assisting clients in high-stakes arbitration proceedings.

Questions & Answers

Cecilia Flores Rueda is a master of all aspects of arbitration. She is a well-trained counsel, a well-tested arbitrator and a committed professor on the subject. Cecilia handles complex and high-stakes international and domestic arbitration cases, and represents clients in federal and local courts. She is experienced on issues related to energy, infrastructure, JV, transportation and logistics, insurance, and cases involving governmental entities, among many others. After having led the arbitration practices of major international and national firms, she established her own dispute resolution boutique.

What inspired you to pursue a legal career?

I guess I was always a questioning girl. I bombarded my parents with questions

– my favourite one was “Why?” This situation led me to question myself continuously about what was good and fair. Then, when I grew up and put it all together – critical thinking, a liking for research and writing – what to study became crystal clear: law.

You have experience working as both arbitrator and counsel – how does your experience in one enhance your approach in the other?

It changed absolutely the way in which I conceive disputes, from the first time I experienced being on both sides of the coin. Today, the experience acquired in each of these positions influences the other. The result: an improvement in the process and its outcome (the award). It strengthens my confidence and bravery as arbitrator to lead the process and to commit the parties to restrain from submitting large nonsense filings or frivolous applications. As counsel, it broadens my judgement to point out areas of opportunity in leading the process, or in the control of time and costs.

What would you say is currently driving the uptick in global energy disputes?

I think it is due to a clash of paradigms. On the one hand, for a long time, much was invested in fossil fuels, owing to a sustained growth of energy demand; on the other hand, given the issues of climate change and their corresponding policies to reverse it, the need to support green energies arose. This mix of circumstances resulted in an oversupply of hydrocarbons, where some countries possess competitive advantages in prices and oil qualities that threaten other producers, and this ultimately puts prices and the system itself at risk. In any case, new green regulations are being tested, carrying with them the potential for new disputes.

If you could implement one reform in international arbitration, what would it be?

The covid-19 crisis has shown many areas of opportunity. One is the need for cybersecurity and efficiency in the hearings. Arbitral institutions therefore have the challenge of reviewing their guidelines and adapting them, where necessary, to the technological demands of the present day.

What reform do you think would help most improve diversity in arbitration?

Disputes arise across the globe, but certainly the practitioners dealing with them tend to have one particular profile. I consider that appointing authorities should implement a diversity criterion based on culture, geography and gender.

What has been the most memorable arbitration case you have worked on?

I think it is the Conproca v Pemex case. At the time it was considered the arbitration with the highest economic significance in Latin America. The tribunal awarded over US\$550 million. It was a major infrastructure dispute related to the construction and maintenance of a refinery, with complex issues of time, cost, quality, pipelines, machinery, electric installation, painting of pipes and setting up, among others.

Another very important case was my first one as arbitrator. It was a simple dispute regarding the financing of some beekeepers. It was not anything out of the ordinary, but first times are always very meaningful and this one was a crucial turning point in my arbitration career.

What advice would you give to younger lawyers looking to pursue a career in arbitration?

Work really, really hard and learn from experienced practitioners. One can learn a lot by reading awards or publications, from the way they are structured or from their arguments. And once success is reached, stay humble and down to earth.

Global Leader

Arbitration 2020 **Professional Biography**

WWL Ranking: **Recommended**

WWL says

Cecilia Flores Rueda is “a sharp arbitrator” who impresses with her leading expertise in alternative dispute resolution proceedings.

Biography

Cecilia Flores Rueda established FloresRueda Abogados, a dispute resolution boutique, after several years as arbitration and litigation counsel, including as head of the arbitration practice at leading international and local firms. Before that, she also acted as secretary general for the Mediation and Arbitration Centre of the Mexico City National Chamber of Commerce (CANACO).

Cecilia handles complex and high-stake international and domestic arbitration cases, and represents clients before federal and local courts. Cecilia acts in arbitration as both a party representative and an arbitrator, and focuses her practice on issues related to energy, infrastructure projects, construction, trust, joint ventures, transportation and logistics, insurance and reinsurance, cases involving governmental entities, among many others.

Cecilia's experience both in arbitration and litigation matters enables her to appear before courts in proceedings requesting and enforcing interim measures, as well as proceedings seeking the recognition and enforcement of arbitral awards. Her value to clients lies in her ability to frequently draw upon experience in order to formulate creative solutions to complex issues.

For more than 20 years, Cecilia has been professor of the arbitration course on the master's degree business course at LaSalle University. Recently, she was invited as arbitration professor to the National Autonomous University of Mexico (UNAM).

She is editor of the *Diccionario Enciclopédico de Arbitraje Comercial*, a comprehensive work considered one of a kind in the arbitration world.

She graduated, with honours, from the Universidad Panamericana, where she also completed postgraduate studies on international commercial law. She obtained her master's degree, with honours, at the Instituto Tecnológico de Estudios Superiores de Monterrey. She is admitted to the Mexican Bar (1999).

National Leader

Mexico - Arbitration 2020 Professional Biography

WWL Ranking: **Recommended**

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Her boutique handles complex and high-stake international and domestic arbitration cases, and represents clients before federal and local courts. Areas of practice include: international arbitration, mediation and ADRs, commercial and civil litigation, corporate law and shareholders' disputes, labor law, compliance, criminal law, family law, intellectual property, immigration and data protection.

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