

PINTO RIBEIRO COUNSELS BECHOSEN ON ITS INTEGRATION INTO TALENTER GROUP

Posted on 08/01/2021



Category: [Archive](#)



Pinto Ribeiro Advogados has advised Bechosen Portugal on its entry into the Talenter Group

through the sale of a majority stake



Pinto Ribeiro Advogados advised on the integration of Bechosen into the Talenter Group, which acquired a majority stake in the company.

Bechosen is a field marketing company with more than 15 years of presence in the Portuguese market and which counts as clients some of the leading brands in the distribution and services sector in Portugal.

With Be Chosen's strong footprint in recruitment and training areas, the integration will allow Talenter Group to strengthen the supply capacity in the outsourcing area as well as in the other ones in which it operates, such as recruitment & selection, professional training, temporary work and talent management consultancy.

This operation is part of the Talenter Group's growth strategy in Portugal, reducing its exposure to market fluctuations and increasing its resilience in the face of the current pandemic context. This acquisition allows Talenter Group to enter a new business area - Field Marketing, Merchandising, Digital and Social Networks - with clear operational and commercial synergies for this Group.

Pinto Ribeiro Advogados' team was led by partner João André Antunes (pictured centre), and involved Commercial and Corporate lawyers Ana Luísa de Oliveira (pictured left) and Vivian Silva (pictured right).