

Juliette Asso (Richard) Counsel, Geneva



Juliette specialises in international arbitration, including both commercial and investment treaty arbitration, with a focus on complex disputes involving major construction projects in the energy, transportation, healthcare and telecom sectors. She is ranked among “Arbitration Future Leaders – Non Partners” in *Who’s Who Legal*. Her expertise also covers M&A-, IP- and distribution-related disputes, as well as technology-related disputes (including in relation to blockchain technology, smart contracts and AI).

She has acted as counsel, arbitrator and administrative secretary in over 30 arbitration proceedings under various procedural rules (including ICC, Swiss Rules, LCIA, SCC, WIPO and ICSID), governed by various procedural and substantive laws (including French, Swiss, Swedish, Finnish, Ethiopian, Algerian, Qatari, Saudi, Iraqi and international law).

Current professional memberships

- + Member of the Swiss Arbitration Association (ASA) and ASA below 40
- + Member of the Comité Français de l’Arbitrage (CFA) and CFA40
- + Member of the International Bar Association (IBA)
- + Member of ArbitralWomen
- + Member of Blockchain Lawyers Forum

Career history

- + Counsel, LALIVE, Geneva, 2022 – present
- + Associate, LALIVE, Geneva, 2013 – 2021
- + Trainee, Freshfields Bruckhaus Deringer, Paris, 2012
- + Trainee, Sullivan & Cromwell, Paris, 2011

Academic qualifications

- + Lecturer : “Metaverse, crypto NFT, Blockchain and Dispute resolution”, part of the class “New Technologies in Dispute Resolution” in the International Dispute Resolution LLM, Humboldt-University of Berlin, 2023-present
- + Master in Business Law, Paris-Panthéon-Assas University, 2011
- + Bachelor of Laws, University of Cergy-Pontoise, Paris, 2010
- + MBA, ESSEC Business School (*Grande École Programme*), Paris, 2010

Contact

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Practices

- + Arbitration - International Commercial
- + Arbitration - Investment Treaty

Sectors

- + Construction & Infrastructure
- + Energy
- + Mining
- + Technology

Languages

- + English
- + French

Nationality

- + French
- + Swiss

Admission

- + Paris, 2013
- + Geneva (foreign lawyer), 2014

Recognition

Arbitration Future Leaders, Non Partner

Who's Who Legal, since 2022

Juliette showed "outstanding" knowledge of the case

GAR 2016

Recent publications

2025 PAW: The Growing Influence of Criminal Law in International Arbitration

JULIETTE ASSO (RICHARD), VERONIKA KOROM, GREGOIRE BERTROU, OPHELIE DIVOY, AMINA KHOUNGI, DANIEL SCHIMMEL, BRUNO QUENTIN and GENEVIEVE HELLERINGER

In: Kluwer Arbitration Blog, 11 Avril 2025

Swiss Arbitration Summit – Shaping the Future of Arbitration Together: Extension of Arbitration Clauses to Non-signatories and AI in Practice

JULIETTE ASSO (RICHARD), FELIX DASSER, DILBER DEVITRE; MANYA GOPALAKRISHNAN, NIKOLINA MARUSIC, KORINNA VON TROTHA, ANDREA MEIER AND NINO SIEVI

In: Kluwer Arbitration Blog, January 17, 2025

Navigating the Main Impacts of Artificial Intelligence in International Arbitration: Insights from the ICC YAAF Workshop

JULIETTE ASSO (RICHARD), JANINE HAESLER (VISHER AG) AND TOM ISLER (ROTHORN LEGAL AG)

In: Kluwer Arbitration Blog, 2024

Recent conferences

Swiss Arbitration Summit 2026 - Innovation Conference

JULIETTE ASSO (RICHARD) , Role: Moderator, Panel 2: Application and Future Use of the TEF Rules

Geneva, 15 January 2026

Lugano's Plan, Silicon Valley Arbitration & Mediation Center (SVAMC) and The Swiss Institute for Alternative Thinking Conference - "Blockchain-related disputes and Investment Arbitration"

JULIETTE ASSO (RICHARD) , Role: Speaker

Webinar, 24 October 2025

ASA - Construction Group Roundtable

JULIETTE ASSO (RICHARD) , Role: Speaker, When Plans Fall Apart – Managing Substitute Performance in Construction Projects

Geneva, 6 May 2025