



Trade Practices and Consumer Law

Our experience in trade practices and consumer law covers all aspects of unfair competition and consumer protection under both Belgian and European law.

We advise our clients in the areas of advertising, sales promotions, sales methods, under commercial practices (including passing off), lotteries, games of chance, labelling, product legislation, unfair terms in consumer contracts and others. Our practice also focuses on various issues regarding data protection and electronic sales.

We advise clients and handle contentious and non-contentious cases. We have vast experience in litigation, including summary proceedings.

In order to ensure the best possible service, we often work closely with other teams within our firm (usually IP and IT) or with our trusted foreign correspondent law firms abroad.

OUR CLIENTS

We have a vast client base of domestic businesses and multi-national companies, operating in a wide range of sectors including financial services (banking and insurance), food and beverages, chemicals, cosmetics, tobacco and pharmaceuticals.

OUR APPROACH

We believe it is important to understand the industry sectors in which our clients operate. This is why we have specific sector expertise in our team: we have been advising leading companies in financial services, retail, and chemical industries, for the last 20 years.

Our Trade Practices and Consumer Law team takes a pre-emptive and pragmatic approach, including validating client marketing projects before they are launched.

In case of disputes, we aim to reach out-of-court settlements. However if needed we have valuable litigation experience, focused on summary proceedings.

OUR TEAM

Our Trade Practices and Consumer Law practice currently comprises two lawyers: 1 partner and 1 senior associate.

Team members frequently speak at conferences and have written or co-authored numerous articles and books on trade practices and consumer law issues. They have international experience and are multi-lingual.

OUR SERVICES

Trade practices

Advising on issues regarding advertising, sales promotions and commercial practices as well as compliance with labelling rules are some of the matters we handle most frequently, alongside issues arising from unfair competition and the protection of IP rights impinging on one another.

Representing our clients before Belgian and EU courts in various proceedings relating to trade practices, such as interim injunctions and infringement actions.

Our Trade Practices and Consumer Law team is particularly experienced in matters concerning the development of the Internet and its repercussions on trade practices.

Consumer Law Trade

Advising and litigating on product safety, product liability consumer claims, and others.

EXPERIENCE HIGHLIGHTS

We regularly advise high profile clients on a wide range of trade practices and consumer law related issues.

Notable deals in which we are or have been involved include:

- Advising financial institutions and insurance companies on combined offers in the context of financial services.
- Advising an international marketing group on the legal issues regarding retail merchandising and the clearing of coupons.
- Advising manufacturers about advertising and labelling of cosmetics and pharmaceutical.
- Advising a multinational manufacturer of personal care and household cleaning products about advertising and labelling issues, and assisting this manufacturer in disputes regarding trade practices (for instance against its competitor(s)).
- Advising a tobacco manufacturer about various issues regarding advertising and trade practices.
- Assisting an insurance company in a dispute with a consumer organisation regarding the indexation of premiums for admission to hospital insurance.

PARTNER

- Etienne Kairis



Member

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