

Adrian Emch

Partner
Beijing

Biography

Adrian Emch began developing his understanding in competition/antitrust law while at university. After graduation, he first worked at the Directorate General for Competition (DG COMP) at the European Commission, and then spent several years in private practice in Brussels focusing on European Union competition law. In July 2008, Adrian made his second move back to China, which was just a month before the country's Anti-Monopoly Law came into force. Since that time, Adrian has had the privilege of witnessing and actively participating in shaping the development of China's nascent antitrust regime.

As a fluent Mandarin speaker and with his experience as lecturer at Peking University, Adrian smoothly navigates business and legal communities from both the West and China. Adrian's experience covers all aspects of competition/antitrust law, including merger control, cartel/abuse of dominance investigations, and antitrust counselling. Multinational companies – based in China and outside – work with Adrian and his team in 'bet the company' matters. For example, Adrian's team worked for IBM in the disposals of both its x86 server business to Lenovo and its semiconductor assets to Global Foundries – both multi-billion USD transactions – in the Chinese merger process.



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Languages

English
French
Chinese
German
Spanish

Practices

Antitrust and Competition

Representative experience

Advising IBM in two transactions, through which the company sold its x86 server business (to Lenovo) and semiconductor assets (to Global Foundries).

Supporting multinational conglomerate ALSTOM in the €12bn sale of its energy business to General Electric, enabling General Electric to obtain MOFCOM merger clearance.

Advising German chemicals maker BASF with the Chinese merger filing for the company's €3.1bn acquisition of rival Cognis.

With his team in Beijing and Hong Kong, Adrian has been involved in several non-merger investigations by antitrust authorities in Greater China.

Advising one of the world's leading pharmaceutical companies on compliance of its distribution agreements with antitrust rules in Greater China.

Giving advice in cartel proceedings before the European Commission and interviewing key company employees for discovery purposes.

Coordinating analysis of need for foreign investment and national security filings in life sciences merger in 70 jurisdictions worldwide.

Awards and rankings

- Leading individual (Band 1) in Competition/Antitrust - International Firms (China), *Chambers Asia Pacific*, 2016-2020
- Competition/Antitrust - International Firms (China), *Chambers Global*, 2015-2020
- Competition/Antitrust - International Firms (China), *Chambers Asia Pacific*, 2015-2020
- Competition/Antitrust, *Legal 500 EMEA*, 2019
- Competition, *Who's Who Legal*, 2017-2019

Industries

Automotive
Technology & Telecoms
Life Sciences and Health Care
Sports, Media & Entertainment

Areas of focus

Abuse of Dominance and Restrictive Practices
Agency Investigations
Antitrust and Competition Litigation
Cartel Investigations
Competition law in Hong Kong
Hogan Lovells China Desk

Education and admissions

Education

LL.M., Tulane University Law School (Fulbright scholar), 2004
LL.M., College of Europe, 2001
LL.B., University San Pablo CEU, Madrid, 2000
LL.B., University of Bordeaux, 2000

Memberships

Editorial Advisory Board of CPI Antitrust Chronicle
Editorial Board of Competition Law International (IBA Journal)

- Competition: Future Leaders, *Who's Who Legal*, 2017
- The International Who's Who of Business Lawyers, 2012-2015
- The International Who's Who of Competition Lawyers & Economists, 2012-2015
- ILO Client Choice 2012, *Competition China*, 2012

Latest thinking and events

- Hogan Lovells Publications
 - Renovation cartels – a word of caution *Litigation, Arbitration, and Employment Alert*
- Hogan Lovells Publications
 - SAMR breaks new ground with book for antitrust guidelines *Antitrust and Competition Alert*
- Insights
 - How dear is an antitrust breach in Hong Kong – flat decorators slammed with HK\$4 million fines
- News
 - Vietnam merger clearances as new filing regime comes into force
- Analysis
 - Acquisition of businesses in financial difficulty as a result of COVID-19
- Insights
 - Record high damages for antitrust claim – a new era for antitrust litigation in China? *Antitrust and Competition Alert*

Founding member of Swiss Fulbright Alumni Association

International Board of Advisors, Global Antitrust Institute at George Mason University, Washington D.C.

Member of faculty, Peking University's Law School

Non-governmental advisor to International Competition Network

Bar admissions and qualifications

Spain
