

## 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

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### Practices

Antitrust and Competition

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### Industries

Automotive and Mobility  
TMT  
Life Sciences and Health Care

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## 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

- Competition, *Who's Who Legal*, 2017-2018
- Competition: Future Leaders, *Who's Who Legal*, 2017
- ILO Client Choice 2012, *Competition China*, 2012
- The International Who's Who of Business Lawyers, 2012-2015
- The International Who's Who of Competition Lawyers & Economists, 2012-2015
- Competition/Antitrust - International Firms (China),

## 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

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## Education and admissions

### Education

LL.M., Tulane University Law School (Fulbright scholar), 2004

LL.M., College of Europe, Bruges (Swiss government scholarship), 2001

LL.B., University San Pablo CEU, Madrid, 2000

LL.B., University of Bordeaux, 2000

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## Memberships

Editorial Advisory Board of CPI Antitrust Chronicle

Editorial Board of Competition Law International (IBA Journal)

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

Chambers Asia Pacific, 2015-2018

## Latest thinking and events

- Hogan Lovells Publications
  - Antitrust, Competition, and Economic Regulation Quarterly Newsletter - Summer 2018
- Hogan Lovells Publications
  - Can you be personally liable for contravening Hong Kong competition law? *Antitrust, Competition and Economic Regulation*
- Hogan Lovells Publications
  - "Single entity defense" under scrutiny in China
- Hogan Lovells Publications
  - Antitrust, Competition and Economic Regulation Quarterly Newsletter – Spring 2018
- Hogan Lovells Publications
  - TMT China Brief - Summer 2018
- Hogan Lovells Publications
  - Guangdong court issues new guidance for standard essential patent disputes

Non-governmental advisor to  
International Competition Network

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## Bar admissions and qualifications

Spain

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