

Fernando Medina Luna

Counsel

Mexico City

Biography

Fernando Medina collaborates with companies in structuring, developing, and executing innovative legal strategies for large real estate projects with mixed uses in growing areas. A problem solver, Fernando finds alternative solutions for his clients that allow them to develop their businesses within the prevailing legal framework.

Fernando's career has spanned civil, commercial, corporate, contract, real estate, and administrative work. From his first years as a lawyer, Fernando participated in financial projects related to waste water treatment plants, gaining experience in the restructuring of projects that involve the reorganization and merger of companies.

Later on, he started to represent clients in administrative filings (complaints) before the Federal Attorney's Office of Consumers, supporting them in commercial promotions, information, and advertising regarding different products and services.

Fernando has extensive knowledge in real estate matters, providing advice (in both English and Spanish) regarding industrial, leisure, commercial, and housing projects. He has also been involved in several agrarian transactions, providing advice to avoid legal claims on specific social land in Mexico.

Given his diverse practice, Fernando has assisted national and transnational clients from many industry sectors including aeronautics, food and beverages,



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Practices

Real Estate

Infrastructure, Energy, Resources,
and Projects

Latin America Regional Practice

Industries

Automotive

Real Estate

Areas of focus

Consumer Protection and Privacy

Regular Contracts and Business
Issues

Hotels and Leisure

Planning, Zoning, and Land Use

computers, entertainment, finance, retail, leisure, housing, technology, and entertainment.

Fernando, who joined Hogan Lovells in 2000, has worked in the analysis, negotiation, and execution of transactions to establish supermarkets, restaurants, hotels, and clothing stores. He has also assisted institutional real estate developers, real estate investors, and local and transnational companies whose core assets depend on real estate with feasibility studies for various types of real estate projects.

Representative experience

Regularly advises Walmart de México with its new locations.

Negotiated the purchase of industrial facilities for Parkdale Mills Inc.

Advised Owens-Illinois on the purchase of Vitro's beverage and food containers division.

Awards and rankings

- Real Estate (Mexico), Associate to Watch, *Chambers Latin America*, 2019-2022
- Real Estate Law, Advocacy Lawyer, *The Best Lawyers in Mexico*, 2019
- Real Estate, *Legal 500*, 2018-2020

Latest thinking and events

- Hogan Lovells Publications
 - Mexico | Pandemic and Human Rights in the Americas and its effect on companies
- Hogan Lovells Publications
 - COVID-19 Mexico | Scope of the suspension of the terms and deadlines related to administrative procedures and filings in urban development matters
- Hogan Lovells Publications
 - How can COVID-19 affect real estate activity in Mexico?

Real Estate Development

Real Estate Investment

Corporate Occupiers

Real Estate Private Equity

Project Finance, DFI and ECA Finance

Education and admissions

Education

M.A., Universidad Panamericana, Company Law, 2010

Legal Studies, The Center for American and International Law, Anglo-Saxon Law Program, 2006

Postgraduate Degree, Universidad Iberoamericana, Commercial and Business Contracts, 2003

Law Degree, Universidad Anáhuac del Norte, 2001
