

# Competition & Consumer

***Recommended:*** Vision & Associates is recommended.

***Asialaw Profiles 2016/2017***

***Enhancing 20-year practising experience in the fields of domestic and foreign investment, the Firm and its partners are strongly confident in assisting clients with advices and support in any phases of the full life of an investment project or an enterprise in Vietnam, from the establishment, production and/or trade, distribution and consumption of products, to the exit. We act beyond the “pure interpretation of words” as provided for by law to accompany clients during the protection of their legal interests and benefits and achievement of their business goals.***

## **Our Team**

We build up a team of lawyers who have not only high legal qualification and proceeding skills but having also business mind, and keep close connection with the State authorities in the fields. The number of clients authorizing our team to safeguard their business in Vietnam is incessantly increasing. We have successfully advised on various issues occurring to the clients during the implementation of their investment and running enterprises in Vietnam, and on such basis, helped clients to overcome such hurdles.

## **Our Services**

We offer a wide range of services in these fields to clients who have their investment and enterprise in numerous sectors and throughout the country.

- Our services focus on the following:
- Providing legal and practical advices;
- Investigating the acts of infringement or violation;
- Participating in negotiations and conciliations between

the parties;

- Representing the client at court or arbitration.

And the services cover the following:

- Competition and restrictive trade practices (including price fixing, refusal to supply, distribution arrangements, etc.);
- Consumer protection (including misleading or deceptive conduct, safeguarding brands, advertising and promotions clearance, sponsorships, etc.);
- Trade practices compliance;
- Product registration and liability; and
- Mergers & acquisitions (including dominance and concentration analysis).

### **Our Clients**

Our key clients in this area include Chevron, Yahoo! SEA, Acerlor-Mittal Vietnam, Unilever Vietnam, Ajinomoto Vietnam.