

## Competition



### How we help

*We strategically manage your competition law risks according to your needs.*

*An intimate understanding of Hong Kong and global competition laws with an unrivalled depth of local knowledge enables us to optimise our clients' business practices.*

*We can assist on any competition law issues, from formulating your commercial and compliance strategies, to advising on your interactions with competition enforcement agencies.*

### Who we are

Deacons is Hong Kong's own world-class law firm, and one of the region's leaders in the area of competition.

The largest full-service independent law firm in Hong Kong, we are also the longest established. Since 1851, we have been developing our unique culture, which blends traditional client care with modern technology and working practices. Our integrity and dedication to the highest service standards is matched by our cosmopolitan attitude and commitment to innovation.

Our aim is always to understand our clients' businesses and time pressures, and to act as "trusted advisors" in helping them make crucial business decisions.

Operating from three offices in Mainland China, as well as our Hong Kong headquarters, we offer clients top quality advice to support their strategic business or personal needs. Our close relationships with Hong Kong's business community, built up over many years, are also a key benefit of partnering with us.

## What we do

Hong Kong's first cross-sector competition law introduces a set of rules that fundamentally affects long-standing local business practices. Competition law enforcement worldwide is increasingly aggressive, exposing your business to potentially significant risks. Competition law should be a key consideration in all effective business planning.

For Hong Kong companies, the new competition rules may require a major shift in behaviour and culture. Even multinational corporations already familiar with the competition/antitrust laws of other jurisdictions will benefit from advice bringing their local business practices and policies in line with Hong Kong law.

Our practice combines solid antitrust legal and economics experience with unparalleled in-depth knowledge of business practices in Hong Kong. Our lawyers and in-house economist have extensive experience advising companies and senior executives in a wide range of competition matters.

Our clients' commercial considerations are our main focus. Our unique understanding of the local business environment together with our expertise in competition policy and enforcement enables us to assess your risk profile and to come up with solutions tailored to your needs.

We can assist on any competition law matters, including those relating to:

- Cartel investigations, leniency applications and enforcement

- Investigations of abuse of substantial market power and other potentially anti-competitive business practices
- Distribution, pricing and promotional strategies
- Mergers & acquisitions, joint ventures and other commercial arrangements
- Competition compliance and training

## What they say about us

Deacons has received a number of prestigious awards over the years, such as:

*Best Overall Law Firms (Hong Kong)*

*China Business Law Awards 2020*

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*Most Responsive Domestic Law Firm in Hong Kong*

*In-House Community's Firms of the Year 2021 survey*

Our competition team attracts particular praise and we are consistently recognised in industry leading publications such as *Legal 500*.

What really matters to us is what our clients think.

And they tell us that they appreciate our ability to understand their businesses and to act as "trusted advisors". We hope that you too will appreciate the "Deacons difference".

## Want to know more?

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