



BUSINESS LAW EXPERTS

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Avante Abogados is a boutique firm that implements innovative and interdisciplinary methodologies to solve and prevent legal problems, address regulatory challenges and generate added value to its clients.

We are team of specialized professionals who are experts in economic regulation and business law.

We are specialized in four practice areas:

- Antitrust and unfair competition.
- Personal data protection.
- Consumer protection.
- Economic regulation.

ADDED VALUE

Personalized service. All matters are directly attended by its founding partners, Juan David Gutiérrez and Carlos A. Esguerra

Tailor-made teams of experts. We set up teams that are tailored to the needs of our clients. According to the requirements of each project, we set up teams with legal professionals and experts from other disciplines, including economists and engineers.

Interdisciplinary analysis. We offer a comprehensive service focused on the design of solutions and strategies to address legal issues and regulatory challenges, based on methodologies that combine legal, economic and public policy analyses.

Experience and preparation. Our partners are a reference in Colombian business law. In addition, our team has experience advising and representing different types of organizations, including national and multinational companies, trade associations, consulting firms, government authorities and regulatory bodies, among others.

PARTNERS

JUAN DAVID GUTIÉRREZ

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Lawyer from Javeriana University. He holds a PhD in public policy from the School of Government of the University of Oxford. He also holds a Master in Law and Economics (LL. M.) from Erasmus University of Rotterdam and also holds a Master in Public Policy from the University of Oxford. Juan David has advised companies and government entities on various issues related to markets law and economic regulation. His experience includes representation and advice on anti-competitive practices, merger review, competition compliance, unfair competition, sector regulation (aviation, mining and energy and telecommunications sectors), consumer protection and personal data protection.

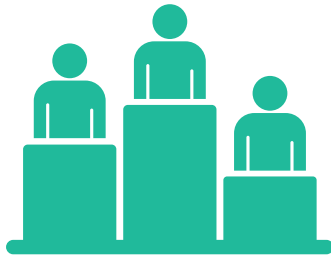
CARLOS A. ESGUERRA

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Lawyer from Andes University. He holds Master in Competition Law (LL. M.) from King's College University of London. He also holds post-graduate degrees in Competition and Free Trade Law from Javeriana University and in Administrative Law from Externado University. Carlos has advised companies and government organizations in different matters related to markets law and economic regulation. His experience includes representation and advice in anti-competitive practices and competition law in public procurement, merger review, compliance in economic competition, unfair competition, sector regulation (pharmaceutical, food and telecommunications sectors), supply chain contracting, consumer protection, and personal data protection.

PRACTICE AREAS

ANTITRUST AND UNFAIR COMPETITION



We are experienced in conducting audits and designing antitrust compliance programs. We have led and participated in advisory and legal representation related with antitrust investigations and merger review. In addition, we have advised and represented companies in unfair competition judicial processes.

PERSONAL DATA PROTECTION



We are experts in conducting privacy and personal data protection audits. We have accompanied the development of new products and services that are intensive in the treatment of personal data. Regarding privacy and security, we offer a holistic service through a strategic alliance with specialized engineers.

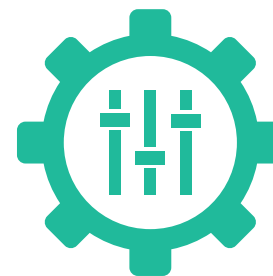
PRACTICE AREAS

CONSUMER PROTECTION



We specialize in preventive strategies focused on sectors that face special challenges in this area such as companies in the sector of mass consumption, e-commerce and platform economies. We also have advised companies that participate in markets with sectoral regulations for consumer protection or that have restrictions on sales to the public.

ECONOMIC REGULATION



We have a team of experts in economic regulation, constitutional law, administrative law and competition law, as well as economists and engineers with extensive experience in regulatory processes. This allows us to offer comprehensive and interdisciplinary advice for clients, public or private, who face complex regulatory challenges.