

# Estudio Ehecopar.

Member Firm of Baker & McKenzie International



## Local practice

Antitrust & Competition  
Corporate

## Related legal services

Cartels, Investigations and Dawn Raids  
Compliance & Investigations  
Ecommerce, Social Media and Data  
Privacy  
International Commercial & Trade  
Technology, Media &  
Telecommunications

## Languages

Spanish  
English

## Estudio Ehecopar

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Peru

## Teresa Tovar

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Partner

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## Biography

Teresa Tovar regularly sponsors companies in proceedings before INDECOPI in matters of free competition, consumer protection, unfair competition and the elimination of bureaucratic barriers. She is a representative of business associations before the National Council of Consumer Protection of INDECOPI. Teresa is recognized in competition law by diverse prestigious international publications such as Chambers & Partners, PLC Which Lawyer? and Who's Who Legal?

## Practice focus

Teresa Tovar is experienced in matters related to the application of the norms of free competition and the regulation of public services and transport infrastructure, both in administrative processes and in consultancy.

## Education

- Universidad de Lima, Master in Business Law, Lima, Peru, 2003.
- Pontificia Universidad Catolica del Peru, Lawyer, Lima, Peru, 1993.

## Memberships

- Global Advertising Lawyers Alliance – GALA.
- Institute of Public Service Law – IDESER.

## Admission

- Lima Bar Association, 1993.

## Experience

- Partner at Ehecopar Law Firm since 2007.
- Associate and Principal Associate, Ehecopar Law Firm, 2000 – 2007.
- Associate, Tovar, Dammert, Silva Santisteban Law Firm, 1993 – 2000.

## Representative legal matters

- Assisted an American worldwide health care company in the antitrust audit with regard to the commercialization of pharmaceutical products by its related company in Peru, Farmindustria.

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- Advising Compañía Marítima Chilena in a proceeding filed by the Competition Authority (INDECOP) related to an alleged cartel in the market of international shipping services in containers.
- Advised Gloria S.A., a Peruvian dairy company, in its defense against a claim for alleged abuse of dominant position, specifically for modifying the status of a supplier in its distribution chain from dealer to wholesaler.
- Advising our clients (entities of the same economic group) within an investigation initiated by the Antitrust Authority for an alleged cartel in the market of acquisition of anchovy from fishing vessels from 2009 to date.
- Assisted Azteca Comunicaciones Peru and TV Azteca in the bid process for the concession to the design, deployment, operation and maintenance of a fiber optic network of more than 13,000 km to connect 22 regional capitals and 180 province capitals. This project will provide broadband connectivity in all Peruvian territory.
- Teresa is advisor to clients in the sector of transport infrastructure on issues related to the legislation regarding free competition and access to essential facilities, especially in the airport industry. Her experience in these practice areas has been reinforced by her participation in the World Congress of Airport Law (Dallas, 2011), organized by the Worldwide Airports Lawyers Association.
- She has developed expertise in the application of the norms of consumer protection, unfair competition, and free competition in diverse markets, such as: cosmetics industry (L'Oreal Peru S.A. and Cetco S.A. of the Belcorp Group), the manufacture and sale of electronic devices (Samsung Electronics Peru S.A.C), commercial centers (Parque Arauco) food and beverages (Gloria S.A., Compañía Cervecería Ambev Peru S.A.C. and Herbalife Peru S.R.L.), tobacco (British American Tobacco del Peru S.A.C.), banking (Citibank del Peru S.A.), and pension funds (Asociación de AFP).
- Teresa has participated in the procedures of the legislative development of the Consumer Protection and Defense Code, as representative of the National Confederation of Private Entrepreneurial Institutions – CONFIEP at the Panel Discussion organized by the Consumer Defense Commission and Regulators of Congress, 2010.
- Advice to diverse clients, both national and foreign, in issues related to the recent legislation regarding personal information protection. She also advises Equifax Peru S.A. (INFOCORP) on this issue.
- Sponsored Lukoll S.A.C. under a proceeding initiated by Laboratorios D.A. Carrion S.A.C., for the alleged commission of acts of unfair competition in the modality of the violation of entrepreneurial secrets, which was afterwards declared unfounded by the Commission for the Control of Unfair Competition of the INDECOP.

- Sponsored Sonatrach Peru Corporation S.A.C. under a proceeding initiated by Termochilca S.A., for the alleged abuse of dominant position in the modality of the unjustified denial to contract, for not having acceded to subscribe a gas supply contract with Termochilca for the generation of electricity.
- Sponsored El Pacifico Peruano Suiza Compañia de Seguros and Reaseguros S.A. in the framework of a lawsuit for presumed infractions of the consumer protection norms, related to the coverage of a vehicle insurance policy.
- Sponsored Gloria S.A. under a law suit formulated by Laive S.A. for the alleged diffusion of advertising announcements that would inform the consumer that the different presentations of a product line would have a homogeneous composition, despite the fact that two presentations of said product corresponded to modified dairy products. This lawsuit was declared unfounded by the Commission for the Control of Unfair Competition.
- Sponsored Peru LNG S.R.L. in five proceedings initiated against different district municipalities located in the Department of Ayacucho, for the imposition of bureaucratic barriers consistent with the demands of the fulfillment of excessive requirements and the payment of illegal rates for the labor of excavation and installation of gas ducts, that affected the permanence of Peru LNG S.R.L. in the market.
- Sponsored Sonatrach Peru Corporation S.A.C. and Hunt Oil Exploration and Production Company of Peru in the proceedings initiated by Irradia S.R.L. against Consorcio Camisea, of which both companies form a part, for the alleged abuse of dominant position in the modality of an unjustified denial to contract and for the alleged creation of barriers of entrance into the gas distribution market.
- Sponsored Farminindustria S.A. under the proceedings that were initiated by the Commission for the Control of Unfair Competition of INDECOPi with the motive of lawsuits formulated by Productos Roche Q.F.S.A., for the alleged commission of unfair actions of competition in the modalities of denigration and deception.

## Teaching experience

- She has been a professor at the Postgraduate School of the Universidad Peruana de Ciencias Aplicadas and the Center for Continuing Education of Pontificia Universidad Catolica del Peru.