



CMS Adonnino Ascoli & Cavasola Scamoni CMS Albiñana & Suárez de Lezo
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CMS von Erlach Henrici CMS Hasche Sigle CMS Reich-Rohrwig Hainz

China Consumer Goods Group

Supporting your business in China

At the CMS Shanghai Office we work hard to be a truly client-focused law firm. This means understanding the unique needs and challenges of the consumer goods sector, and providing a service that is tailored to the particular concerns and requirements of each client.

Who we are

CMS is the alliance of nine major independent European law firms providing clients with a full range of legal and tax services based on a thorough understanding of their business.

The CMS Shanghai Office is a cooperation between CMS Bureau Francis Lefebvre (France), CMS Cameron McKenna (UK) and CMS Hasche Sigle (Germany) and offers an integrated service to clients throughout China. The office is staffed with more than 30 lawyers, most of them Chinese, and the others from France, Germany, the UK and Switzerland and provides an extensive range of legal advice and services to clients doing business in China.

At CMS Shanghai Office, we work hard to be a truly client-focused law firm. This means understanding the unique needs and challenges of each market sector, and providing a service that is tailored to the particular concerns and requirements of each client. Using our know-how for the benefit of our clients is what CMS Shanghai Office is all about.

Our consumer goods group brings together experts from the entire office, all focused on providing tailored services in the consumer goods sector. All group members devote time maintaining their industry knowledge to keep abreast of China's ever-changing and fast-developing business and legal environment whilst building an extensive network of strategic relationships throughout the region.

CMS – facts and figures

CMS ranked joint number 1 by European country presence, in 2007

CMS ranked number 3 by European revenue (excluding London), in 2004

CMS ranked number 5 by European revenue, in 2004

CMS ranked number 6 by volume for M&A deals across Europe, in 2006

“ CMS strengths are, being very easy to deal with, very practical and good at getting things done. They are very professional and there is generally a great sense of trust that they will give good advice.”

Client feedback

What we do

CMS Shanghai has a proven track record of advising and guiding leading consumer goods companies in China and offers unique expertise in many legal issues specific to the consumer goods sector.

The office advises on a variety of matters in the sector ranging from corporate structuring to real estate transactions, distribution and commercial arrangements, intellectual property valuation, infringement matters, tax, customs and M&A.

Our clients are leading industry players in the consumer goods sector and range from medium-sized enterprises to some of the largest multinationals in the industry.

Some of our recent work in the consumer goods sector includes:

- advising the world's second largest luxury group in a complex multi-million euro real estate project in a historically protected site in Shanghai which will host a number of the group's leading brands; advice stretched outside the real estate and construction sector to include corporate and tax issues. The project also called for frequent discussions and negotiations with local authorities
- advising a world leader in the stationery business on its investment in China including establishment of manufacturing and export processing facilities as well as all its domestic contractual relationship with wholesalers and retailers
- advising a European fashion company with more than 2300 retail stores in China on all their tax, contractual, trading and outsourcing matters
- advising a US toy company on its outsourcing structure in China including all contractual relationships with the different suppliers

- representing a top French retail conglomerate in the negotiation of a joint venture to conduct e-commerce and establish an Internet platform in China
- advising a world-renown luxury writing instruments company on a lease agreement dispute in Tianjin and on retail-related dispute resolution matters in Beijing
- advising a London-based luxury menswear brand on the establishment of a multi-purpose legal entity including retail, F&B and entertainment
- advising a well-known French family business, leader in the creation and distribution of luxury cosmetics, perfumes and makeup, on the establishment of its wholesale distribution subsidiary and corner stores throughout China; advice also included drafting and negotiations of distribution and various commercial arrangements, tax and customs matters
- advising a large French multinational cosmetics company on trademark infringement disputes, product liability cases, media-related disputes and tax optimization
- advising a world leading French premium wine and spirit company on a transfer pricing issue relating to distribution facilities in a free trade zone in Shanghai
- advising a Spanish wine producer on the acquisition of a domestic distribution company
- advising several midsized market fashion companies on retail, corporate, sourcing, franchising and tax matters

“ Having come from private practice myself I recognise the complexities involved in getting this transaction delivered on time. It is very much appreciated.”

In-house counsel of a world leading luxury goods company

Our team



Jonathan Selvadoray

Shanghai Office

T +86 21 6289 6363

F +86 21 6289 96 96

E jonathan.selvadoray@shanghai.cmslegal.com

Alternate details:

CMS Cameron McKenna LLP

Mitre House

160 Aldersgate Street

London EC1A 4DD

T +44 20 7367 3359

F +86 21 7367 2000

Why recommended

Jonathan Selvadoray is the Chief Representative of the CMS Bureau Francis Lefebvre Shanghai office.

Jonathan has a wealth of experience in the consumer goods sector advising clients in most of the list of credentials provided above. Among his most recent experiences, acting on behalf of the world's second largest luxury group in a complex real estate investment ranked among his most challenging work. He also advises on a wide range of corporate matters, with a particular focus on M&A and corporate restructuring.

Before relocating to China in 2002, Jonathan acted for over two years as legal adviser of the Swiss Institute of Intellectual Property (international trade relations department). He was also a member of the Swiss WTO delegation and was part of the negotiation team on the accession procedure of China to the WTO.

Jonathan speaks English, French, German, Spanish and Chinese (mandarin).



Emmanuel Meril

Shanghai Office

T +86 21 6289 6363

F +86 21 6289 96 96

E emmanuel.meril@shanghai.cmslegal.com

Why recommended

Emmanuel Meril is a Partner of the CMS Bureau Francis Lefebvre and is in charge of the China practice of CMS Bureau Francis Lefebvre.

Emmanuel has over 12 years of experience in cross-border transactions involving China. He specialises in drafting, and advising on, intellectual property licence agreements, collaboration arrangements (including joint ventures and partnerships), sales and distribution arrangements, manufacturing and supply chain agreements. He also has experience in advising on intellectual property tax issues and has conducted several counterfeiting cases in China.

Before joining CMS Bureau Francis Lefebvre in 1999, he worked for three years in Taiwan with a French law firm. He then moved to Shanghai in 1995, working with a legal consulting firm. Emmanuel holds a postgraduate degree in industrial property Law (University of Paris II).

Emmanuel speaks French, English and Chinese (mandarin).



Hugh Zhou

Shanghai Office

E hugh.zhou@shanghai.cmslegal.com

Why recommended

Hugh Zhou is an associate of the CMS Shanghai office.

Hugh has extensive experience in real estate and construction projects in the luxury, hotel and leisure industry. His most recent work includes advising a multinational luxury company on a landmark real estate project in a historically protected site in Shanghai. He also provides advice on a wide range of corporate matters, including private equity and M&A.

Hugh speaks English, Chinese (mandarin) and Shanghai dialect.



Alexandre Vincent

Shanghai Office

E alexandre.vincent@shanghai.cmslegal.com

Why recommended

Alexandre Vincent is a French Attorney-at-law and an associate of the CMS Shanghai office.

Alexandre advises on a wide array of corporate and commercial matters ranging from investment structuring to drafting and advising on collaboration arrangements to distribution and commercial agreements. He also has extensive experience in advising on the purchase and lease of retail space. His most recent experience includes assisting a leading European cosmetics company on all legal aspects related to the establishment of its Chinese subsidiary and the termination of a distribution agreement with a wholesale distributor.

Alexandre speaks French, English and Chinese (mandarin).



Elisabeth Liu

Shanghai Office

E elisabeth.liu@shanghai.cmslegal.com

Why recommended

Elisabeth Liu is a French Attorney-at-law and an associate of the CMS Shanghai office.

She advises on a wide range of corporate matters including dispute resolution and commercial matters related to foreign direct investment. Elisabeth has extensive experience in negotiating lease agreements for luxury goods retail outlets. Elisabeth's latest experience includes advising a top French luxury and retail group on the negotiation of a joint venture to establish an Internet platform allowing to conduct e-commerce in China.

Elisabeth speaks French, English, Chinese (mandarin) and Spanish.

Shanghai office

Unit 2801, Plaza 66 Tower 2
1366 Nanjing Road West
Shanghai 200040, China
T +86 (0) 21 6289 6363
F +86 (0) 21 6286 9696

Beijing office

Room 2939, 29/F., Block C,
Central Industrial Trade Centre,
6A Jian Guo Men Wai Avenue,
Chao Yang District,
100022 Beijing, China

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