

Dr. Christiane Alpers

Counsel
Hamburg

Biography

Christiane Alpers is by your side when you are developing your markets.

Christiane advises on international trade and the implementation of market-specific regulatory requirements such as market access regulations and codes of conduct, product labelling, consumer protection, import and export regulations - including enforcement and defense both before courts and authorities.

Her advice includes the contractual design of trade relationships, such as supply contracts, purchasing and sales conditions, supply chain management, franchise and selective distribution systems.

She has particular experience in the consumer goods and food industry.

Christiane studied law in Hamburg and earned her Ph.D. with a thesis on international legal relations.

She gained international experience in the Hogan Lovells offices in London and Washington.

Representative experience

Strategic advice to Schwartauer Werke on contract law and product labelling for jams, fruit and cereal products as well as representation in regulatory and



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Languages

English
German

Practices

Commercial
Complex Contracting
Food Law
Marketing and Advertising

competition matters.

Advising Hälssen & Lyon GmbH on contract manufacturing and distribution agreements for tea products.

Design of franchise systems.

Design of a selective distribution system for a leading luxury goods manufacturer.

Design of the web shop of a leading toy manufacturer.

Latest thinking and events

- Hogan Lovells Publications
 - Doing business – Consumer sector
- Hogan Lovells Publications
 - Germany bans sugar from baby and infant tea products
- Hogan Lovells Publications
 - Top 5 questions from Germany on COVID-19, contracts, and supply chains
- Hogan Lovells Publications
 - Resolution demanding better traceability of food products in Germany *Newsflash*
- Press Releases
 - Hogan Lovells Celebrates the New Year with 29 Promotions to Partner and 56 Promotions to Counsel
- Hogan Lovells Publications
 - Trending topics in retail and fashion

Industries

Consumer

Life Sciences and Health Care

Technology & Telecoms

Areas of focus

Advertising and Copy Clearance

Agency and Distribution

Consumer Product Safety
Regulation

Fashion and Luxury Brands

Consumer Protection and Privacy

False Advertising and Unfair
Competition

Fashion and Luxury Brands

Electronics and Consumer
Appliances

Food and Beverages

Food Advertising and Regulation

Cosmetics and Personal Care
Products

Food Recalls

Manufacturing

Retail and Consumer Goods

Product Compliance

Product Development and Approval

Sales Promotions

Education and admissions

Education

Second State Exam in Law, Higher
Regional Court of Hamburg, 2010

Dr. iur., University of Hamburg, 2009

First State Exam in Law, University of
Hamburg, 2007
