

COMMERCIAL ADVISORY & CONTRACTS

“Success is a choice”

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General

Billiet & Co is a reputed business law firm with over 40 years of experience. We are particularly known for thorough research and customized assistance. Our team of experts will listen to your needs and is ready to serve you.

Our commercial advisory & contracts department is particularly specialised in:

- [Distribution](#)
- [Complex agreements](#)
- [Creation & growth of \(new\) businesses](#)

Why clients choose us:

- [Business focus](#): We adopt a hands on and customized approach that maximises business sense
- [Client-driven](#): Through diagnosis we identify, together with the client, which legal path would best reflect the client's interests.
- [Outstanding reputation](#): We have won numerous legal awards for excellence and outstanding services.
- [Interdisciplinary](#): We closely work together with specialist accountants, tax advisors and other experts.
- [International reach](#): We operate through a carefully selected network of foreign partners in over 50 jurisdictions.

We are at the forefront of current and future legal practices and are committed to using our knowledge and experience to always deliver excellent services.

The expertise of our team has been acknowledged through [prizes and awards](#), including "Best commercial Law firm – Belgium" (2015 Legal Awards, Acquisition International); "Franchise Law – Law Firm of the Year 2014" (Corporate Intl Magazine Global Award) and "Franchise Law Firm of the Year in Belgium 2014" (Global Law Experts – GLE).

Our team works in English, Dutch, French, Russian, German, Spanish, Greek, Ukrainian, and Romanian.

Distribution

Members of our team have a strong reputation in the field of distribution. They have created and improved many franchise, commercial agency, sales and other distribution networks throughout various sectors. Below are indicative examples of the work that has previously been done by members of our team.

Our recent experience includes:

- Assistance in the opening of various new **retail** locations in Belgium. This includes the preparation/review of related contracts and **financing agreements**.
- Representing groups of franchisees in constructive dialogues with their franchisors, ultimately resulting in overall better synergies for entire **franchise networks**.
- Liaising with the national competition authority to address hard-core competition restrictions network for **baby products**.
- Advising on the (im)possibility to take certain margins on products that are sold within the **fast-food** network.
- **Preparing franchisees** for interest-driven negotiations with franchisors within various networks, including **cosmetics, retail, fast-food, leisure** and **healthcare**.
- Representing **car distributor's** rights in relation to the termination of exclusive sales concessions.
- Reviewing contractual terms and conditions for the distribution of **cars and electric vehicles**.
- Drafting and reviewing collaboration agreements such as **R&D joint-ventures** and **joint marketing agreements** between networks.
- Advising extensively distribution stake-holders in other sectors such as **candy, chocolate, pipe fittings, agriculture, cosmetics, souvenirs, food and beverages**.

Complex agreements

Members of the team are known for their ability to deal with the most complex matters. They apply an interest-driven approach and are familiar with complex contractual techniques that are often used to manage commercial & political risks, insurance issues, monetary risks, financial risks, payment risks, exogenous risks, ownership status, etc.

Our recent experience includes:

- **Designing an emphyteutic lease** formula to enhance growth of a known hotel chain.
- Designing agreements in various **multi-party contexts** that reflect all essential interests of the signatories (maximising overall synergies).
- Designing a settlement agreement that anticipates **post-Brexit consequences**.
- Conducting a self-assessment on the way a metal neutrality principle could be incorporated in a **JV agreement** between transport operators.
- Assisting in **reporting obligations** of a maritime carrier towards the EU Commission in the execution of its commitments.
- Advising on potential contractual allocations of risks in international **export-import** contexts.
- Preparing and advising on **rules that govern the functioning of international governmental organisations**.
- Advising on the legal rights and obligations of beneficiaries in relation to **EU financing agreements**.

Creation and growth of businesses

Members of our team are frequently involved in the creation of new undertakings or the improvement of existing business initiatives, be it through corporate restructuring processes, investment opportunities, guided negotiations or in other ways.

Our recent experience includes:

- **Providing legal review and implementing financial, business and strategic plan** to set up an international distribution network for **exclusive meat products** originating from South Africa and Namibia.
- Drafting **share purchase agreements**.
- Drafting and amending **articles of association**.
- Drafting and amending **shareholder agreements**.
- Conducting **due diligence** processes prior to transactions (merger/acquisition).
- Assisting **lobby groups** and **non-profit associations** with a presence in Brussels (corporate house holding and legal advisory).
- Assisting a **hotel** in the expansion of its portfolio.
- Negotiating and drafting **terms and conditions** pertaining to international enterprises.
- **Facilitating negotiations** regarding the development of a project for the reorganisation and **development of an industrial zone**.
- Reviewing and amending **sponsorship contracts** for athletic events.