

Dr. Christiane Alpers

Partner

Hamburg

Biography

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

Christiane Alpers is an expert in international trade and market regulation, specifically for consumer protection and sustainability (ESG) in the EU. She has deep industry expertise in food and consumer goods as well as online trade.

International and national clients turn to Christiane Alpers to ensure the marketability of their products in the EU, to develop marketing strategies and to reach strategic agreements on the allocation of responsibilities in distribution systems and supply chains.

She also focuses on enforcement and defense before authorities and courts, including the European Court of Justice.

Christiane Alpers is specialized in the EU legal framework for free movement of goods, such as market access regulations and codes of conduct, product labeling, product notifications, CE marking, import and export regulations.

She has many years of experience in the contractual design of trade relationships, such as supply contracts, purchase and sales conditions, online stores, supply chain management, franchises and selective distribution systems.

Christiane Alpers is part of our global Consumer



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Languages

English

German

Practices

Commercial

Complex Contracting

Food Law

Marketing and Advertising

Strategic Operations, Agreements
and Regulation

Industries

Consumer

Life Sciences and Health Care

Technology and Telecoms

Industry Sector Leadership Team. She regularly lectures internally and externally on regulatory and contractual topics in the food and consumer goods sector.

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

Christiane Alpers gained international experience in the Hogan Lovells offices in London and Washington, where she has a strong network.

Representative experience

Strategic advice to Schwartauer Werke on product labelling for jam and cereal products, representation in regulatory and court proceedings.

Contract design and negotiations for redesign of the distribution system of a leading toy manufacturer.

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

Design of terms of sale and terms of use, including mandatory information, for a web shop of an international toy manufacturer.

Advising a supplier of foundation structures for off-shore wind turbines on drafting and negotiating supply contracts with wind farm operators.

Advising a retailer on compliance with registration and monitoring requirements for packaging materials subject to mandatory recycling obligations.

Advising a German food manufacturer on carbon footprint marketing.

Advising an international leading food manufacturer on recyclability claims and mandatory recycling obligations.

Advising an international manufacturer of IT equipment on regulations and certification processes for critical components in telecommunications networks, especially 5G network components.

Advising an international manufacturer of IT equipment

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

on regulations and certification processes for critical components in telecommunications networks, especially 5G network components.

Awards and rankings

- Recommended Lawyer for Trade, Distribution, Logistics, *Legal 500 Germany*, 2022

Latest thinking and events

- News
 - Let's talk about "Return Chains"
- News
 - Strengthening toy safety in Europe: Consultation on revisions to the Toy Safety Directive
- Press Releases
 - Hogan Lovells launches Global Ability Inclusion Network (GAIN)
- 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