

## Jacqueline Maily

Senior EU Regulatory Affairs Advisor  
Brussels

### Biography

Widely recognised as a trusted adviser in EU food, feed and biotechnology regulation, Jacqueline is solution-driven, pragmatic and down-to-earth. Clients appreciate her ability to tune in to their specific needs and to quickly grasp technical issues. She dove-tails with in-house resources to create the most efficient and effective advisory team

Having practised in Brussels for more than 25 years, Jacqueline is familiar with the EU administrative procedures and the roles and responsibilities of administrators, scientists, private parties, and politicians in ensuring consumer, plant, and animal health and safety. She provides a comprehensive service, including compliance-based and strategic advice across the spectrum of food regulation, including advertising, health and nutrition claims, GMOs, contaminants, and food and feed safety. She assists companies on product recalls and crisis management and has been successful in fending off a number of potential bans on product sales in EU Member States. Clients say that she 'works tirelessly', 'quickly gets to grip with the issues', and 'provides practical, easy-to-understand advice' (The Legal 500).

Jacqueline also advises on certain specific areas of EU environmental policy and regulation and was awarded the Euromoney Europe Award 2013, Best in Environment for Women in Business.

### Representative experience



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### Languages

Dutch  
English  
French  
German

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### Practices

Food Law  
Government Relations and Public Affairs  
International Trade and Investment  
Marketing and Advertising  
Environment and Natural Resources

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### Industries

Consumer

Advising a large international food and feed ingredient supplier on the applicability of the EU Novel Food Regulation regarding a multitude of food applications

Advising the food products division of a major international apparel company on the new EU Novel Foods Regulation and on its application for a novel food authorisation in the EU

Advising a major U.S. fruit juice producer on the EU regulatory review involved in using biotechnology in its production and subsequent export of fruit juice products to the EU

Advising a leading international spirit drinks company on the EU Regulatory Framework on organic products

Advising an international food supplement company on compliance with EU and national regulation in the area of product composition, labelling, marketing and health claims

Advising a global life sciences client on the applicability of EU GMO and GMM legislation

Advised an international confectionary products manufacturer on the potential regulatory implications of a change in brand name in respect of one of their products

Advising a global manufacturing company on EU food contact materials legislation and providing an assessment of this client's compliance with applicable Good Manufacturing Practice (GMP) rules

Assisting an international food supplements manufacturer in a crisis where products were seized by Dutch customs upon EU entry for alleged non-compliance with EU and national food legislation

Advising an international beverage company on the EU regulatory framework for pesticide residues when importing products into the EU

Advising a multinational animal nutrition company on crisis management regarding the alleged unauthorised marketing of a specific feed supplement in Russia

Life Sciences and Health Care

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## Areas of focus

False Advertising and Unfair Competition

Food and Beverages

Legislation

Tax Legislation and Policy

Pharmaceuticals and Biotechnology

Product Compliance

Privacy and Cybersecurity Public Policy Counseling and Advocacy

International Regulatory Compliance

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## Education and admissions

### Education

Masters European Economics and European Integration, University of Amsterdam, 1990

French, English and European Law, University of Groningen, 1989

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### Memberships

Member Global Committee, Food and Drug Law Institute (FDLI)

Member, AMCHAM EU Agro-Food Committee

Member, European Food Law Association (EFLA)

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## Awards and rankings

- EU Regulatory: Food, Leading Individual, *Legal 500 EMEA*, 2018-2022
- EU Regulatory: Food, *Legal 500 EMEA*, 2003-2022
- EU Regulatory – Environment, *The EU Legal 500*, 2012-2015
- Regulatory & Public Affairs – Europe-wide, *Chambers Europe*, 2014
- Best in environment for Women in Business, *Euromoney Europe Award*, 2013

## Latest thinking and events

- Published Works
  - Brexit: Food Industry Implications *The ePerspective*