

Jacqueline Mailly

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 advisory team.

Having practised in Brussels for more than 30 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 has experience working with companies in the area of corporate social and environmental responsibility. She 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.



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Languages

Dutch
English
French
German

Practices

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

Industries

Consumer

Representative experience

Advising an international coalition active in the food sector on the draft EU Packaging and Packaging Waste legislation

Advising on the application of EU GMO legislation including classification, authorisation process and labelling of GMO-derived food and feed ingredients

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

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

Work with a major international food company's regulatory team on the direction of future EU food and environmental policy and regulation, in view of the EC's Green Deal and sustainability objectives

Represent a flavouring products company in a dispute with an EU member state relating to a product inspection and tests carried out showing false-positive traces of matter in the non-labelled product

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

Awards and rankings

- Leading Individual for EU Regulatory: Food, *Legal 500 EMEA*, 2018-2024
- EU Regulatory: Food (Band 1), *Legal 500 EMEA*, 2003-2023
- EU Regulatory – Environment, *The EU Legal 500*,

Life Sciences and Health Care

Areas of focus

False Advertising and Unfair Competition

Food and Beverages

Legislation

Pharmaceuticals and Biotechnology

Product Compliance

International Regulatory Compliance

Education and admissions

Education

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

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

Memberships

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

Member, AMCHAM EU Agro-Food Committee

Member, European Food Law Association (EFLA)

Accolades

Clients praise Jacqueline Mailly for her "immense knowledge and her ability to summarise that knowledge"

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

- News
 - EU adopts first of its kind Nature Restoration Law
- Insights and Analysis
 - European Parliament Elections 2024: Explainer and Policy Takeaways
- News
 - No time to waste III - Parliament and Council reached provisional agreement on PPWR
- News
 - New Commission Action Plan to boost biotechnology and biomanufacturing in the EU
- Insights and Analysis
 - New Genomic Techniques: EU proposal both promising and controversial
- News
 - Food Contact Materials : "Have your say" on the EU proposal to ban BPA

Clients say Jacqueline Mailly is :*"very impressive, timely, concise, to the point, open, in short, very helpful"*

Legal 500

"Practice head Jacqueline Mailly 'works tirelessly', 'quickly gets to grip with the issues', and 'provides practical, easy-to-understand advice"

Legal 500
