

## Susanne Schuster

Counsel  
Munich

### Biography

As part of our Strategic Operations, Agreements and Regulation (SOAR) practice, Susanne Schuster supports your business in operational and strategic projects. Her practice focuses on national and international trade and distribution law as well as product regulatory matters. Susanne advises in particular in the automotive, chemical, consumer goods and technology industries.

One focus of Susanne's work is the drafting of contracts of all kinds along the entire supply and value chain, in particular for purchasing and sales, production, distribution and cooperations. She regularly supports national and international companies in the implementation and restructuring of innovative distribution systems, and manages complex projects across practice groups and countries.

Susanne also advises on product-related regulatory requirements at international, European and German level (e.g. market access regulations, product labeling and notification, CE marking) and regularly coordinates global projects for clients in this area. In particular, Susanne specializes in product-related regulations on environmental/ESG matters as well as on new technologies, especially in the field of automated and autonomous driving, and regularly publishes on these topics.

By providing advice at the operational level and linking contractual and regulatory work, Susanne helps companies to develop and implement their strategies. She also gained valuable practical insights during



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### Languages

German  
English  
French

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### Practices

Commercial  
Strategic Operations,  
Agreements and Regulation

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### Industries

Automotive and Mobility  
Consumer  
Aerospace and Defense  
Technology and Telecoms

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several long-term secondments with our clients, including a technology company and an automotive supplier.

## Representative experience

Advising several automotive manufacturers (OEMs) on various innovative new distribution models (including direct and online distribution).

Advising several technology and automotive companies and new entrants on regulatory issues related to connected, automated and autonomous driving.

Advising worldwide leading automotive companies on commercial contracts for development, procurement, supply and distribution, including restructuring and termination.

Advising various global leading companies for consumer, industrial and technology products on a variety of regulatory and product compliance matters.

Advising worldwide leading aerospace and defense companies on global model contracts and major contract projects (including contract negotiations).

Advising several companies on issues related to electromobility and charging stations (including regulatory and contractual work).

## Awards and rankings

- Recommended Lawyer for Trade, Distribution and Logistics, *The Legal 500 Germany*, 2024

## Latest thinking and events

- News
  - Sustainable products as the norm: the EU Ecodesign for Sustainable Products Regulation effective now
- Insights and Analysis
  - Making sustainable products the norm – The proposed EU Ecodesign for Sustainable Products Regulation

## Areas of focus

Artificial Intelligence

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## Education and admissions

### Education

Second State Exam in Law,  
Higher Regional Court of  
Nuremberg, 2018

First State Exam in Law,  
University of Regensburg, 2016

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- Press releases
  - Hogan Lovells welcomes the New Year with 28 new partner and 59 new counsel promotions
- News
  - Germany clears the way for autonomous driving
- Insights and Analysis
  - Influencer Marketing – Instagram, Tap-Tags and more
- News
  - Regulating the road to autonomous vehicles