



JORGE DE LOS RÍOS

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PRACTICE AREA

- Competition, Consumer Protection and Data Protection

EDUCATION

- Postgraduate on European Competition Law, 2018 - Kings College University, London, UK
- Certificate in Private Law (Law of Contracts and Obligations), 2003, Université Panthéon-Assas (Paris II), Paris, France
- Master in New Information Technologies Law (Intellectual Property, Telecommunications and Electronic Commerce, among other subjects), 2002, Université Robert Schuman (Strasbourg III), Strasbourg, France
- French Literature and Civilization, 2001, Université de Nantes, Nantes, France
- Law Diplôme, 1998, Pontificia Universidad Javeriana, Law School, Bogota, Colombia

LANGUAGES

- English
- Spanish
- French

Jorge de los Ríos is a partner at Posse Herrera Ruiz . His practice focuses on Competition Law, Consumer Protection, Unfair Competition litigation, Data Protection and Compliance. He has a large experience advising on regulatory matters related to food, alcohol, pharmaceuticals, tobacco, cosmetics and personal care and home care industries. He has advised multinational and domestic companies in multiple cases of merger control in Colombia and in the global context and has participated in some of the most relevant cartel investigations in Colombia.

He has worked as Global Competition Counsel at Unilever in matters related to business concentrations, compliance, anticompetitive conducts and private enforcement. In parallel, he has been a professor of Competition Law at Pontificia Universidad Javeriana and at Universidad Eafit in Medellin, and in several occasions, he has lectured of Competition Law in postgraduate programs in different universities in Colombia. Jorge is often invited as an expert to specialized antitrust events in Colombia and abroad and is a member of the Centro de Estudios de Derecho de la Competencia - CEDEC of the Pontificia Universidad Javeriana and a founder member of the Colombian Association of Competition Law ACDC.

Jorge is the author of various specialized publications in Competition Law. He holds a J.D. from the Pontificia Universidad Javeriana, a Master's from Robert Schuman University, and a postgraduate degree from King's College London. His native language is Spanish, and he is fluent in English and French.