

A law-and-economics boutique for *sensitive competition, regulatory & market-access decisions*.

We advise companies, investors and institutions when market access, transaction viability, regulatory exposure or defense before authorities demands technical judgment, economic insight and senior legal execution. ASDEC intervenes before, during and after risk materializes.

WHEN TO CALL US

- M&A transactions, joint ventures or alliances with competition implications.
- Sensitive commercial strategies: pricing, distribution, exclusivities or information exchange.
- Administrative, regulatory or constitutional litigation with an economic component.
- Investigations, information requests, inspections or authority proceedings.
- Market entry, operation or expansion in regulated sectors.
- Regulatory improvement, rulemaking design or reduction of regulatory burdens.

CAPABILITIES

01 Competition / Antitrust

Investigations, cartel and exclusionary conduct, barriers and strategic defense.

02 Merger Control / M&A

Filing requirements, pre-closing conduct (gun jumping) and multi-jurisdictional coordination.

03 Regulated Markets

Authorizations, permits, concessions and administrative proceedings.

04 Legal-Economic Analysis

Relevant market, substantial market power, efficiencies and competitive effects.

05 Specialized Litigation / Regulatory Defense

Amparo proceedings, judicial review and defense against authority actions.

06 Regulatory Improvement / Rulemaking Design

Impact assessment, simplification and institutional regulatory design.

THE ASDEC DIFFERENTIATOR

LAW

Legal judgment: procedural strategy, defense before authorities and document design.

ECONOMICS

Economic analysis: markets, incentives, efficiencies, barriers and competitive effects.

INSTITUTION

Institutional experience: regulatory processes, rulemaking design and interaction with authorities.

DEFENSIBLE STRATEGIC DECISION

We do not merely analyze rules. We understand markets, incentives and consequences.

STRATEGIC SECTORS & PRIORITY CLIENTS

Foreign investors & international companies — cross-border M&A, private equity and expansion into Mexico.

Companies exposed to authorities — investigations, information requests, inspections and sanctions.

Business chambers & institutions — regulatory agendas and sector representation.

Nearshoring & regulated sectors — energy, telecom, financial services, healthcare, infrastructure, technology.

Business groups & family-owned companies — complex operations and corporate governance.

Foreign law firms, universities & boards — Mexico-specific competition and regulatory counsel.

TEAM • PARTNERS & ECONOMISTS

Mario Emilio Gutiérrez Caballero PARTNER • COMPETITION • REGULATION • PUBLIC LAW

UANL, Tulane, Oxford, Cambridge and UP. Former National Commissioner for Regulatory Improvement (CONAMER). Principal drafter of Mexico's 2014 Federal Economic Competition Law. Professor and author.

Edgar Alejandro Guerrero Flores PARTNER • COMPLIANCE • CORPORATE • ADMINISTRATIVE LITIGATION

Master of Laws. 30 years of legal practice in Mexico. Extensive experience advising companies in regulated sectors and institutional representation before authorities.

Dr. Julio César Arteaga García ECONOMIST • INDUSTRIAL ORGANIZATION • INTERNATIONAL TRADE

Ph.D. in Economics and full-time professor at UANL's School of Economics. Applied economic analysis in merger control and regulated markets.

Diego Jair Godínez Mendoza ECONOMIST • REGULATION • REGULATORY IMPROVEMENT

10+ years in the public sector and public policy. Former Director of Liaison at CONAMER (energy and infrastructure).

HOW WE WORK

We diagnose

We clear conflicts

We design strategy

We budget

We execute

We close

Sensitive decisions require specialized judgment.

Suggested next step: a confidential initial meeting to understand the matter, identify risks, validate conflicts and propose a work path, scope and budget.

All professional engagements are subject to prior conflict review and formalization through an engagement letter. Initial information does not constitute legal advice or create an attorney-client relationship.

INSTITUTIONAL CONTACT

Email contacto@asdec.com.mx

Phone +52 (81) 1097.1268

Web www.asdec.com.mx

Torre Albia, Suite 1708, Blvd. Antonio L. Rodríguez No. 3000, Col. Santa María, Monterrey, N.L., Mexico.



ASDEC.COM.MX