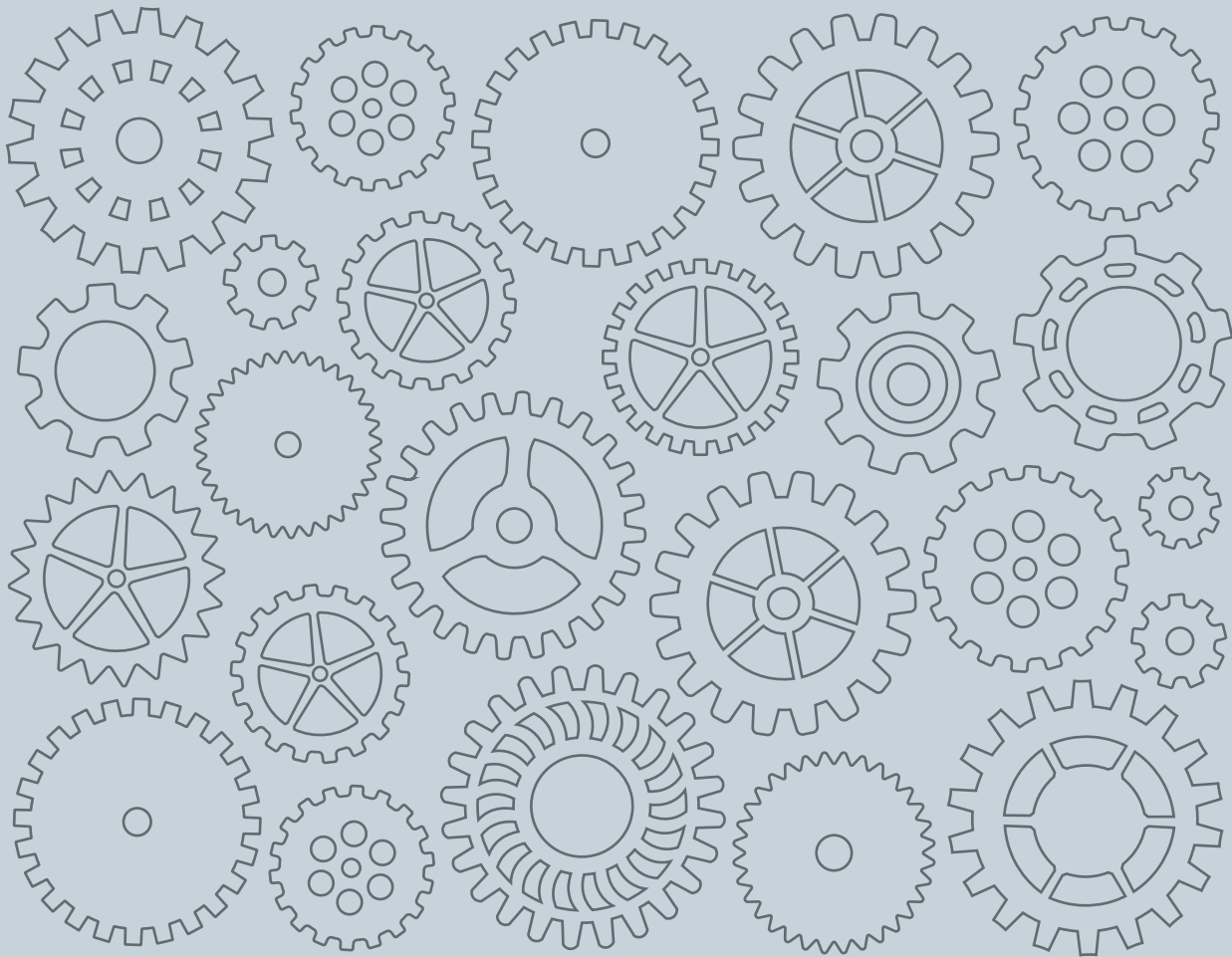




ÆQUITAS

INDUSTRY & TRADE

industry & trade

AEQUITAS possesses substantial expertise in providing comprehensive legal support to businesses active in the production, distribution, electronic commerce, and sale of consumer and industrial goods. Each day the firm's lawyers advise clients on matters pertaining to legal regulation of activities of production, trade and logistics companies in Kazakhstan; they are well-versed in all legal aspects of production, import, promotion, and circulation of the most diverse goods from FMCG products to industrial machinery and high-tech equipment.

In light of actively developing digital commerce, strengthening of requirements to consumer protection, and expanding regulation in the EAEU, **AEQUITAS** team advises its clients on a wide range of issues relating to the Kazakhstan market entry, structuring of supply chains, electronic commerce, distribution, franchising, antitrust regulation, protection of brands, and compliance with regulatory requirements.

AEQUITAS advice largely addresses products and services advertising issues, consumer protection compliance, product marking/labeling, certification, and products safety requirements. **AEQUITAS** team also advises on the issues of ESG and sustainable development, localization of production, technical regulation, digital marking of goods, protection of personal data of consumers, and regulation of online platforms and marketplaces.

AEQUITAS lawyers help clients draft and enter into different commercial contracts, including distribution, agency, license, franchise, and MLM agreements, and advise on the issues of selecting the optimum customs regime, structuring of supplies, and taxation.

AEQUITAS clients are companies from the leading economy sectors of more than 50 countries, including the largest international producers, trading companies, financial institutions, and owners of the world known brands, including such international companies as Mars, Coca-Cola, Ferrero, H&M, General Electric, Siemens, Alkor, and others.

services

The firm has been directly involved in the establishment and legal support of activities for a number of companies subsequently becoming major manufacturers and suppliers of industrial and consumer goods in Kazakhstan.

AEQUITAS provided legal support in projects to promote famous global brands to the local market (Camper, Kira Plastinina, METRO). In recent years, **AEQUITAS** has been actively advising companies in the field of electronic commerce, direct sales, digital services, and international trade, including MLM companies already present in Kazakhstan or planning their business in the country.

AEQUITAS practice ensures comprehensive legal support to clients at all stages of doing business: from market entry and structuring of operating activities up to support of regulatory, commercial and cross-border projects under the national legislation and EAEU regulation, as well as special requirements of the AIFC laws.

Drafting and review of various contracts and distribution agreements, including in the sphere of multi-level marketing (MLM).

Advice pertaining to regulation of particular kinds of goods and products (tobacco products, cosmetics, pet food, jewelry, luxury items, etc.).

Advice and client representation in consumer disputes.

Comprehensive legal services in connection with franchising projects.

Advice regarding establishment and development of trade business in Kazakhstan, including selection and registration of the optimal form of legal presence, commercial goods production and turnover, goods certification and marking/labeling, and advertising issues.

Advice regarding currency regulation and currency control in the Republic of Kazakhstan.



most representative projects

Comprehensive legal support for a leading Chinese electric car manufacturer (**Li Auto**) in the course of its entry to the Kazakhstan market and establishment of its dealer network. The project encompassed adaptation of dealer and contractual documents, drafting of car sale and purchase agreements, as well as advice on the sales structure, distribution of risks and compliance with legislation requirements, which ensured an efficient and legally stable business model for the client.

Providing a full set of legal services for the **Midea group** starting from registration and up to post-registration services.

Regular advice to **General Electric** concerning issues of equipment import and operation in the territory of Kazakhstan; licensing of activities in the field of atomic energy use; parallel imports; problems of counterfeit products circulation on the market; consolidated overview of civil law provisions pertaining to contractual obligations, including issues of the arising and termination of obligations, liability, securing of proper fulfillment of obligations, warranty periods, statute of limitations, force majeure and other aspects; and drafting of supply contracts for different kinds of equipment.

Support of activities of a major international trading company in Kazakhstan, including advice on labor, corporate, migration, trading, advertising, marketing, tax, contractual, regulatory issues, as well as in the course of the company's interaction with controlling and other authorized governmental agencies.

Advice to companies active in network marketing (**Oriflame, AVON, AmWay, Mary Kay**) on different trade activities regulation issues, including advertising campaign regulation.

Advice and other legal services to **Caterpillar Overseas S.A., Borusan Makina Kazakhstan** and **Caterpillar Financial** in connection with their business activities in Kazakhstan, including drafting of model contract forms, advice on different issues of contract obligations performance, methods of securing their performance, etc.

Monthly legal support of a subsidiary of a major international pharmaceutical group **Mayoly** in Kazakhstan as a key legal counsel. Advice on a wide range of regulatory, commercial and corporate issues, including legal support of marketing campaigns, drafting and coordination of marketing agreements, including the issues of promotion of medicines and interaction with pharmacy chains, distributors and pharmaceutical employees.

Drafting of a memorandum for a subsidiary of a major German industrial group **Sew Eurodrive** on the issues of filing an appeal against the actions involving systematic referring of goods for expert examination and delays in customs clearance. The project included analysis of the mechanisms of administrative and judicial protection, practice of the customs authority and risk management system, and elaboration of the strategy allowing to protect the client's interests, and recommendations on how to mitigate regulatory risks.

Advice to **Shoppinglive** on the issues of distance selling in Kazakhstan via an online store or a TV-channel.

The project covered the issues of corporate and tax structuring, broadcasting and licensing, import of goods, consumer protection, advertising, marking of products, payment and cash services, electronic commerce, including assessment of regulatory risks and requirements to doing business in Kazakhstan.

Comprehensive legal support of activities of a local subsidiary of **Herbalife**, including advice on the issues of regulation of MLM activities, taxation and status of independent partners, advertising and marking of products, protection of personal data, statutory language requirements, as well as drafting of legal opinions and support of interactions with governmental agencies and third parties on the issues of doing business in Kazakhstan.

All-round support of entry of **METRO Cash & Carry** to the Kazakhstan market.

The project encompassed setting up of a subsidiary, drafting of labor documents, due diligence of land plots for the purpose of building of shopping centers, advice on the issues of trading activities and import, adaptation of corporate policies and contractual base to carry out operating and commercial activities in Kazakhstan.

Comprehensive advice to **EFKO** in a project involving reconstruction of a vegetable oils production plant in Almaty. The project covered audit of permitting documents and analysis of compliance with requirements of environmental, industrial, sanitary-and-epidemiological, trading, fire safety, and other industry-specific regulation required for legal functioning and modernization of the production enterprise.

Advice to **KDV Group LLC** on the issues of launch and work of an online store and pick-up points in Kazakhstan. The project covered corporate and tax structuring, licensing, contractual models and electronic document flow, requirements to marking and circulation of goods, distance selling, labor relations, and personal data protection.

Advice to the local office of **Johnson & Johnson** regarding parallel import issues in connection with actions of one of the company's distributors who supplied in the framework of public procurement a volume of medications larger than that supplied under distributor agreement over the relevant period of time.

Drafting of a comprehensive review of the Kazakhstan legislation and EAEU laws regarding parallel import of different categories of goods, including transport vehicles for the client's company **MMC Kazakhstan**, official distributor and importer of Mitsubishi vehicles in Kazakhstan. The project also covered analysis of the principle of exhaustion of rights to a trademark, requirements to import and circulation of goods in the Kazakhstan territory, including law-application practice and regulatory aspects of import within the EAEU.

Advising **ATU DUTY FREE KAZAKHSTAN** on different issues of trading activities under the duty free regime in an airport, including on relevant issues of collection, processing and protection of personal data, issues of currency regulation and other issues of day-to-day activities in accordance with legislation requirements and law-application practice in Kazakhstan; drafting of labor documents with different labor conditions and work regimes; drafting of economic agreements, including on supply of goods, etc.

Advising together with Bovesi Partners the Italian company **SCM Group S.p.A.** engaged in production and sale of woodworking equipment regarding potential options of relocating business to Kazakhstan from the standpoint of compliance with the Kazakhstan legislation and existing law-application practice, including assessment of tax, labor and migration risks, as well as elaboration of recommendations on how to minimize them for prompt relocation of business and key personnel from the CIS countries.

Advising **Alkor Kazakhstan Ltd**, a private company registered in the territory of the Astana International Financial Centre regarding return of perfumes and cosmetics and expert examination of their quality, guarantee terms applicable to this type of products from the standpoint of the legislation on commerce, technical regulation and consumer protection, distribution of costs in connection with expert examination between a seller and a buyer, as well as drafting of the form of letter of response of the seller to the buyer's request for return of the products and expert examination of quality.

Representation of **Bayer CropScience Ltd.** in connection with its agricultural and other projects in Kazakhstan.

Comprehensive advice to **TotalEnergies Marketing Kazakhstan** on the current issues pertaining to its activities, including on advertising, marking and labeling, marketing, antitrust regulation, labor relations, rights to intellectual property items, occupational health and safety, procedure for granting leaves, procedure for changing the company CEO, drafting of relevant corporate resolutions, etc.; drafting of different contracts, including contract agreements, services agreements, supply contracts, international transportation agreements, lease agreements, loan agreements, marketing and distribution agreements.

membership



The British-Kazakh Society



ratings

“Exceptional research and practical background, extremely experienced team. The questions raised were covered in full, the consultants even went outside the scope and the direct questions and considered it as a complex matter, which allowed us to have a more complete opinion”.

The Legal 500 2026

“AEQUITAS provides rigorous and professional advice in a short time”.

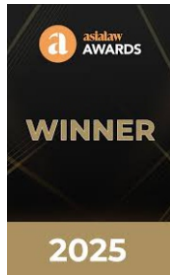
Chambers 2026

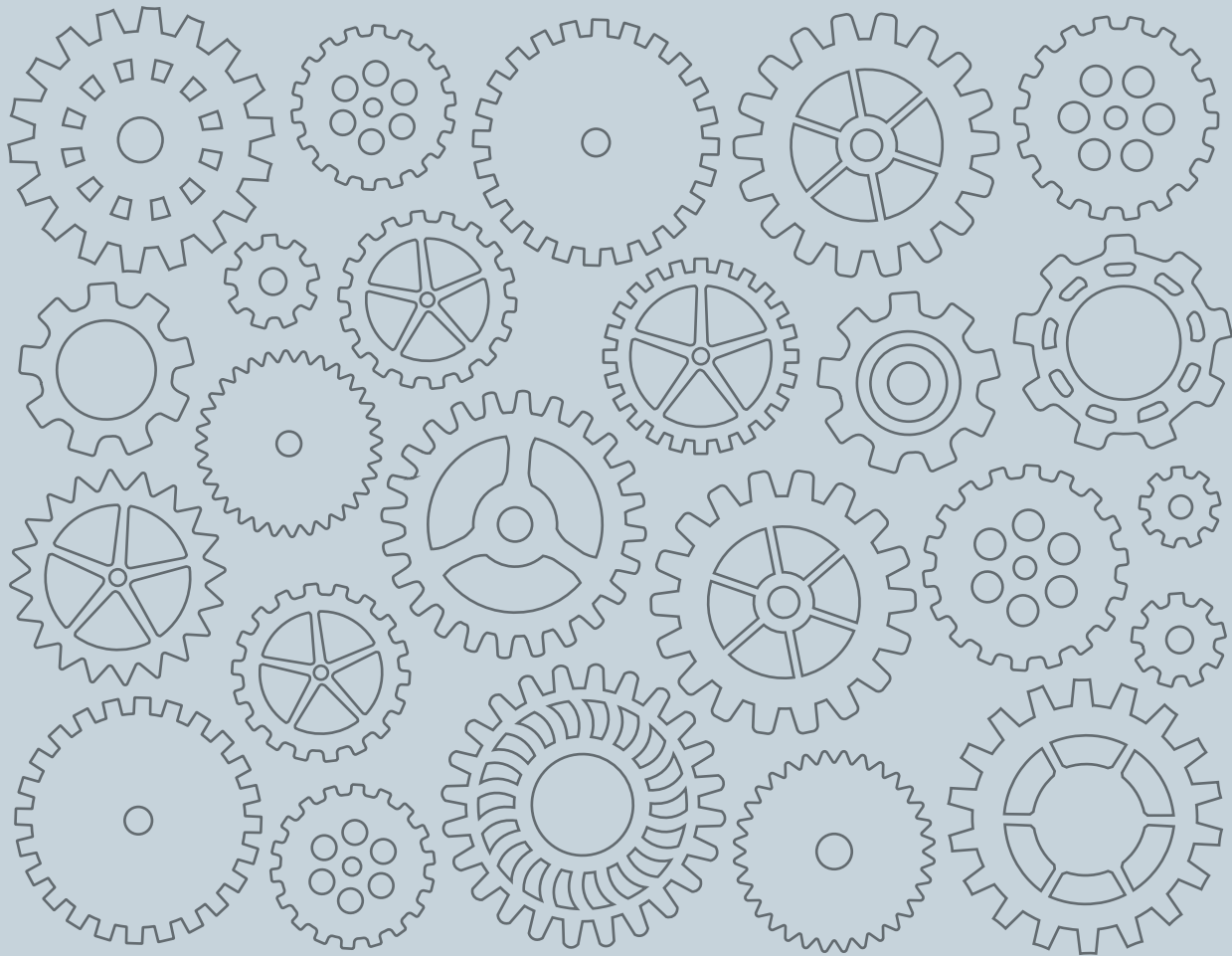
“AEQUITAS demonstrates a keen understanding of business needs and an ability to provide pragmatic legal advice aligned with commercial objectives”.

Chambers 2025

“They are very commercial, have hands-on transactional experience, provide great client service and are generally very pleasant to deal with. The quality of advice is consistent and of very high standard – timely, accurate and commercial”.

asialaw 2025





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