

ÆQUITAS

INDUSTRY & TRADE

# industry & trade

**AEQUITAS** has amassed substantial expertise of comprehensive legal support to clients active in the production, distribution and sale of consumer and industrial goods. The firm's lawyers are daily advising clients on matters pertaining to local regulation of activities of production and trade companies and are well-versed in all legal aspects of manufacturing and turnover of most diverse products: from chocolate bars to trucks.

**AEQUITAS** advice largely addresses products and services advertising issues, consumer protection compliance, and product marking/labeling and certification requirements. **AEQUITAS** lawyers help clients draft and enter into different contracts, including those relating to MLM, and choose the optimum customs regime and taxation scheme.

**AEQUITAS** clients are such world-famous manufacturers as Mars, Coca Cola, General Electric and others. 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. In recent years, MLM companies already present in Kazakhstan or planning their business in the country are coming to join **AEQUITAS** clientele.

# services

---

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

Legal support in the project to set up Camper's (footwear manufacturer) business in Kazakhstan via organizing a subsidiary, Felanitx LLP. The firm's lawyers advised on a range of issues of formalizing labor relations with employees, lease relationships with major shopping centers and certain taxation matters.

---

Ongoing advice to Mars Overseas Holdings, Inc. (Mars, Pedigree, Whiskas and other trademarks) on various local law issues, including establishment of representative office, product marking/labeling and certification, permissible additives to food products and pet foods, advertising campaigns, etc.

---

Review of distributor agreement and advice regarding intricate applicable local law matters for CooperVision Inc., a large manufacturer of contact lenses.

---

Advice to the local office of Johnson & Johnson regarding parallel import issues in the framework of public procurement of medications.

---

Advice to Michelin LLC on various matters relating to marking of certain types of the company's products (different types of tyres) and advice to mitigate the potential legal risks associated with the company's pricing recommendations to its dealers.

---

Advice to Moët Hennessy C.E.E. regarding relations with local distributors of its products, including review of distributor agreement as to compliance with local legislation.

---

Ongoing advice to subdivisions of ExxonMobil Corporation on different local law issues, including advertising, marking/labeling and certification of the company's products (motor oils), relations with company's distributors, applicable antitrust laws and regulations, parallel imports, and problems of counterfeit products circulation on the market.

---

Regular advice to a Kazakh LLP on a group of companies privately holding a FMCG logistics and distribution business on a range of doing business in Kazakhstan issues, including regulation of tobacco products circulation, taxation, pricing and advertising; review and drafting of model distribution and marketing agreements and supply contracts.

---

Advice and other legal assistance to Mitsui & Co Ltd. in connection with setting up a JV and opening the first golf club in Kazakhstan, and other transactions.

---

Advice to the company representing Kira Plastinina trademark on various business development issues in Kazakhstan.

---

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 assistance to Efes Beverages Group with respect to its activities in Kazakhstan, including privatization of a local beverage-producing enterprise.

---

Advice to Radiometer Kazakhstan LLP, a subsidiary of the leading provider of technologically advanced acute care solutions, regarding legal regulation of supplies and sales of medical laboratory equipment and consumables in the Kazakhstan territory.

---

All-round support in setting up METRO Cash & Carry business in Kazakhstan. AEQUITAS provided legal support to establish a Kazakh subsidiary and develop the HR document database for employees. AEQUITAS lawyers conducted due diligence of title to the land plots acquired by the company to build shopping centers throughout Kazakhstan. The firm completed a global analysis of legal regulation over trade activities in Kazakhstan.

---

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.

---

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

---

Comprehensive overview of legal regulation over activities in the field of automotive parts production and sale prepared for EMEX.

---

Advice to Shoppinglive on different legal aspects of selling goods via a 'shop-on-the-couch' format TV-channel and via an online store.

---

Integrated advice to EFKO, Russia's largest manufacturer of specialized fats, margarine products, mayonnaise and vegetable oils (Sloboda and Altero brands), in a project involving renovation of a food (vegetable oils) production plant in Almaty.

---

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; and drafting of supply contracts for different kinds of equipment.

---

# membership





# ratings

*“AEQUITAS is unique for its resolute approach and high level of professionalism. The team's qualifications and expertise ensure effective solutions and strong client outcomes. Compared to other firms, their dedication to addressing client needs and their collaborative spirit make them stand out. Overall, our experience working with them has been highly positive”.*

## **The Legal 500 2025**

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

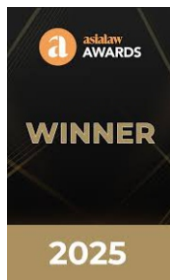
## **Chambers Asia Pacific 2026**

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

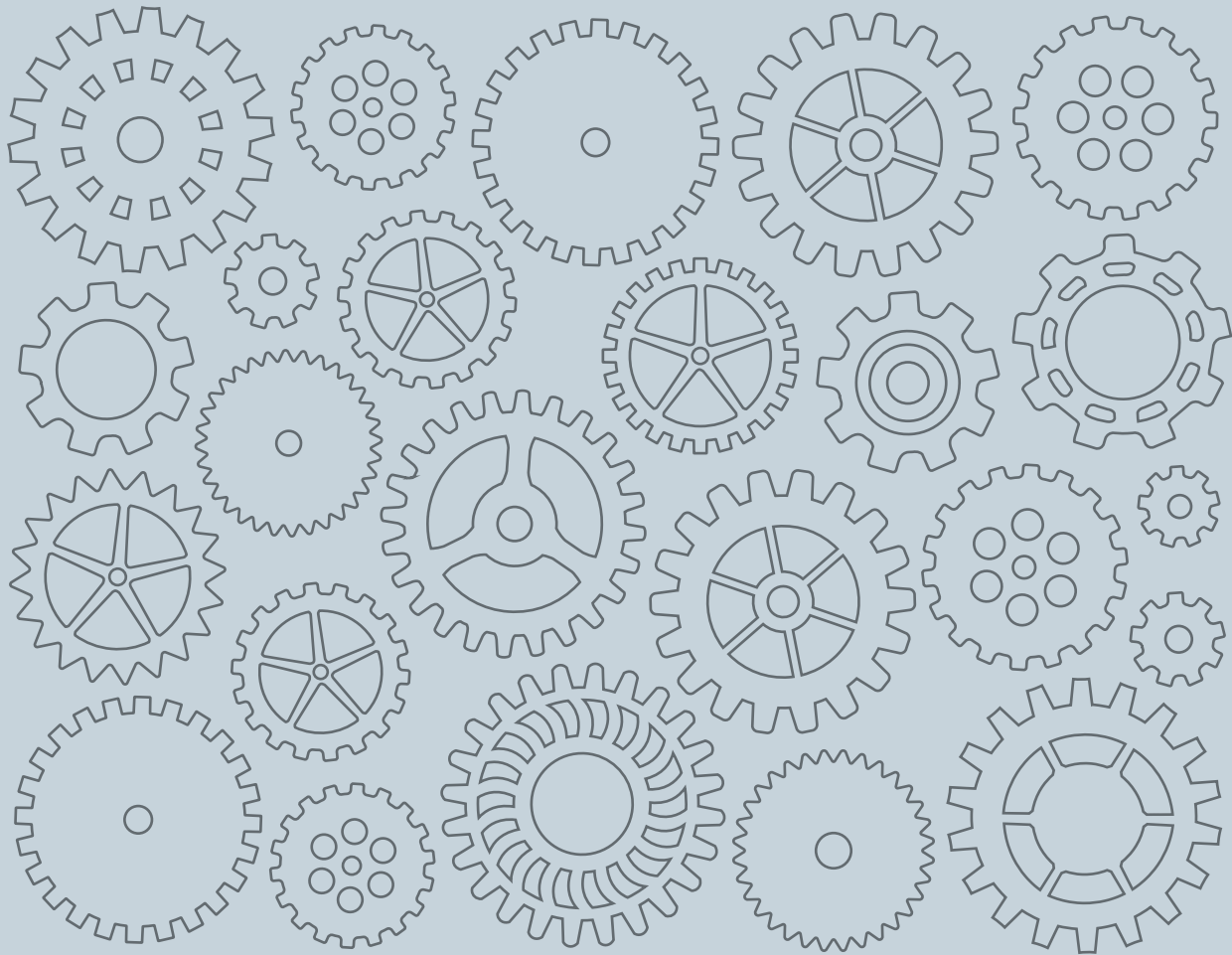
## **Chambers Asia Pacific 2025**

*“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**







AQUITAS

INDUSTRY & TRADE