

Michel Segers

Partner

PRACTICE AREAS

Fashion & Design,

Commercial Law,

Corporate,

Intellectual Property,

Information Technology

& Media,

Consumer Goods,

Food & Beverage

LANGUAGES

Dutch, French, English

CONTACT

Michel.Segers@mvvp.be

+32 2 285 01 00

Michel provides assistance to companies in Belgium, covering a wide range of commercial and corporate matters. His expertise includes contract and commercial law, cross-border complex litigation involving international parties, and corporate work across various sectors, with a particular emphasis on the retail industry. Holding an LLM in intellectual property, Michel advises and defends clients in trademark and copyright disputes.

As a native of Brussels, Michel is fluent in both Dutch and French, allowing him to effectively represent Belgian companies and directors in negotiations and litigation in both national languages across whole Belgium.

He possesses a profound understanding of the retail industry and is one of the four national experts appointed by the Ministry of Economy of Belgium. In this capacity, he advises the government on legislative needs, market trends, and addressing unfair practices in a B2B context. Michel offers strategic advice to retailers on their platform and e-commerce strategies and drafts various types of contracts, including franchise, agency, and distribution agreements.

He assists clients in the transfer of (multiple) retail outlets, whether through share or asset transfers. Additionally, Michel represents principals (franchisors) and distributors (agents, franchisees) in international contractual disputes, utilizing frameworks such as Brussels Ibis, Rome I, and the New York Convention on arbitration.

Beyond his bilingual proficiency in Dutch and French, Michel is also fluent in English and German, having studied at Humboldt University in Berlin. He possesses a basic knowledge of Spanish, further enhancing his

ability to assist a diverse clientele.



Tervurenlaan 270 Av. de Tervueren
1150 BRUssels / Belgium
Phone: +32 (0)2 285 01 00
Email: info@mvvp.be