

Efthymia (Efi) Armata



Efthymia (Efi) Armata is a member of our Antitrust and Competition practice. She is experienced in providing advice to clients in a range of sectors on competition law, particularly around investigations concerning cartels and similar collusive practices, abuse of dominance and antitrust compliance. Efthymia regularly advises on pricing and non-pricing practices relating to abuse of dominance. She also reviews vertical and horizontal agreements such as commercial policies, rebate systems, resale-price maintenance, territorial and customer allocation, single-branding obligations, parallel trade restrictions, most-favored nations (MFN) clauses, exchange of information, purchase/commercialization agreements.

Efthymia has been involved in a number of notable cases before the Hellenic Competition Commission and the administrative courts (beer and dairy sector). She also has extensive experience in providing antitrust compliance and dawn-raid training for clients.

In addition, Efthymia reviews various types of distribution agreements – exclusive, selective and franchise – as well as agency agreements. She acts for clients in a number of industry sectors with a particular focus on the food and beverage industry.

Prior to joining Lambadarios Law Firm, Efthymia spent more than 10 years with another Greek law firm where she advised on competition law (free and unfair), consumer law, anti-money laundering law and data protection law. In 2008, she completed an internship with the European Commission (D.G. Environment/Unit of Sustainable Consumption and Production), where she assisted with the drafting of the Waste Framework Directive by carrying out legal research on EU case law, analyzing legal documents and preparing draft opinions to stakeholders.

Antitrust & Competition

Efthymia is an experienced Antitrust and Competition law specialist. She has represented clients across a wide range of industry sectors in all aspects of competition law and has deep expertise of advising on investigations concerning cartels and other collusive practices, abuse of dominance and antitrust compliance. She represented clients on several high-profile cases before the Hellenic Competition Commission. Efthymia also provides consultancy and training for clients on antitrust compliance and responding to dawn raids.

Memberships

- Athens Bar Association

LAMBADARIOS

Law Firm est. 1863

Languages

- Greek
- English
- French

Qualifications

- National Kapodistrian University of Athens, Faculty of Law (LLB, 2007)
- National Kapodistrian University of Athens, Faculty of Law (LLM in Private International Law, 2008)
- University College London, UK (LL.M. in International Banking and Finance, 2009)
- King's College London, UK (MA in EU Competition Law, 2012)
- DPO Certification (2018)

Publications

1. Co-author, "Consumer Protection in Greece", Greek Law Digest, November 2011.
2. Co-author, "Pre-contractual obligations of credit institutions under the KYA Z1699/2010 implementing the Consumer Credit Directive", Law of Companies and Enterprises (ΔΕΕ), October 2011.
3. Co-author, Contribution in International Comparative Legal Guide to: "Competition Litigation 2016".
4. Contribution to the Greek Law Digest, The Ultimate Greek Guide: "Monopolies", Nomiki Vivliothiki, 2nd Edition.
5. Co-author, Contribution in International Comparative Legal Guide to: "Competition Litigation 2017".
6. Contribution to Cartels Conference with an article on "Exchange of Information under article 101 TFEU", organized by Nomiki Vivliothiki on 11/5/2017.
7. Co-author, Contribution in International Comparative Legal Guide to: "Competition Litigation 2018".
8. Article on "Conditional Rebates under Article 102 TFEU", Law of Companies and Enterprises (ΔΕΕ), May 2018.
9. Article on "Competition Law Aspects with regards to European Commission's e-commerce sector enquiry", Hellenic Review of European Law, April-June 2018.
10. Co-author, Contribution in International Comparative Legal Guide to: "Competition Litigation 2019".
11. Contribution to the Hellenic's Federation of Enterprises (ΣΕΒ) Guidelines for Competition Law Compliance: 23 Q&As to regular business issues, July 2018.
12. Co-author, Contribution in International Comparative Legal Guide to: "Vertical Agreements and Dominance 2019".
13. Contribution to the Hellenic's Federation of Enterprises (ΣΕΒ) Guidance for Competition Law Compliance, May 2019.
14. Co-author, Contribution in International Comparative Legal Guide to: "Vertical Agreements and Dominance 2020".

15. Co-author, Contribution in Interim Report on "Vertical Agreements and Dominance 2021".
16. Co-author, Contribution in Interim Report on "Vertical Agreements and Dominance 2022".