



Bullard Falla Ezcurra+ opens in Madrid

Francesca McClimont
04 October 2022



Alejandro Falla and Alfredo Bullard

Bullard Falla Ezcurra+ has established a new office in Madrid, led by the former president of Peru's competition tribunal, Alfredo Bullard.

The new hub in the Spanish capital is the Peruvian firm's first office in Europe. It said the launch will be "key" in handling multijurisdictional mergers and investigations that impact Peru and Latin America.

The firm's new office will provide competition advice to existing international clients with a presence in Latin America.

Alfredo Bullard, who headed the tribunal of Peru's National Institute for the Defence of Free Competition and the Protection of Intellectual Property (Indecopi) from 1996 to 2001, is the new head of the Madrid Office.

Bullard said in a statement that the firm's "experience" will allow it "to connect the large volume of business that goes through Spain" with the legal needs and "the culture and customs of the Latin American continent".

Meanwhile, partner Alejandro Falla will split his time between Lima and Madrid. Falla is a former president of Indecopi's Commission for the Supervision of Advertising and Repression of Unfair Competition, as well as a former member of its Free Competition Commission.

The other lawyers and economists moving over to the new office, who already work for the firm, will handle both local and international matters.

Bullard represented COSAPI in Indecopi's probe into 25 construction companies and 28 individuals accused of rigging bids for public road projects for over a decade. The competition watchdog [fined](#) the company as well as several others a total of €608 million in November 2021.

The firm has also defended the largest cement producer in southern Peru, YURA, against abuse of dominance charges.

The firm counts four partners specialising in competition and regulation.

Francesca McClimont

Author | News reporter, Global Competition Review

Francesca.McClimont@globalcompetitionreview.com

Copyright © Law Business Research Company Number: 03281866 VAT: GB 160 7529 10