

J A U S A S

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Professional experience

Jordi Ruiz de Villa is a partner of the JAUSAS law firm, with offices in Barcelona and Madrid. He is an expert in Distribution and Franchises, Competition Law, Procedural and Financial Law.

He obtained his B.A. in Law at Barcelona University and M.A. in Financial and Tax Law at the same University.

Since 1993 he has been a legal adviser for the Spanish Franchisers Association (AEF). He is President of the AEF's Experts Committee.

He has occasionally worked on the European Franchise Federation's Legal Committee and the Franchises Committee of the Union Internationale des Avocats (UIA) and the International Bar Association (IBA).

On behalf of the Spanish Franchisers Association, he worked with the Socialist and CiU (Catalan centre-right party) groups in Parliament in drawing up Article 62 of the Retail Trade Act approved in 1996. He worked with the Ministry of Finance on the regulations developing this Act (RD 2485/98, RD 419/2006 and RD 201/2010).

He represented Spain in drawing up the "Model Franchise Disclosure Act" (a model Act applicable to franchises that was sent to all Western governments), which was approved by Unidroit in 2004.

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As President of the Expert Committee, he coordinated the work that led to an amendment of the Antitrust Competition Act 15/2007 of 3 July, which was the first to introduce in Spain the “de minimis” agreements, and the allegations to RD 261/2008 of 22 February developing this Act.

As President of the Expert Committee, he coordinated the allegations during the period of public consultation of the 2007 Retail Distribution Draft Bill the 2011 Retail Distribution Bill and the current (2013) Draft of Code of Commerce that regulates distribution and franchise agreements..

Teaching

- Lecturer for the M.A. in Franchise Creation, Management and Development in 2005 for the Barcelona University’s Bosch y Gimpera Foundation.
- Lecturer for the Mundofranquicia M.A. in Franchise Management and Development for the ONCE Foundation in 2006.
- Lecturer for the Executive Education Programme “Successful Franchising”, Institute of Ongoing Education, Pompeu Fabra University. Barcelona, 5-6 June 2008.
- Speaker at the Franchise Campus Conference with the paper entitled “Franchising: Arbitration vs. court procedure”. Organised by the Icab Campus, the Procedural Law Section, the European Arbitration Court and the Spanish Franchisers Association. Barcelona, 22 March 2007.
- Speaker at the 5th National Franchise Congress with a paper on “Franchise network mergers”. Valencia, 17 September 2008.
- Speaker at the IFAES Seminar: “Learn how to effectively negotiate and write clauses in your retail distribution contracts”, with a paper on “Specifics of the Retail Concession Contract”. Madrid, 1-2 October 2008.
- Speaker at the National Retail Distribution Congress with a paper on “The Distribution Contracts Bill. A practical perspective”. Organised by the King Juan Carlos I University, Madrid, 11-12 December 2008.

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- Lecturer for the Course on Contracting for international corporate growth: a 4-hour class on “Franchise agreements”. Barcelona Bar Association, 16 March 2010.
- Speaker at the AZ Franchising Expo: “Franchise regulations in Italy: strengths and weaknesses” and “The internationalisation of the franchise”. Milan, 19-20 May 2010.
- Speaker at the 2011 Madrid Franchise Forum: round table on “Franchise agreements”. Madrid, 6 May 2011.

Arbitration

- Arbitrator specialized in franchising at the Asociación Europea de Arbitraje AEADE (Spain)
- Arbitrator specialized in franchising at the WIPO (World Intellectual Property Organization)

Publications

“Las reglas de Minimis en los contratos de Franquicia” (The “The Minimis” rules regarding franchise agreements) Economist & Jurist (nº 179 year 2014)

“La franquicia, amenazada de muerte” (The franchise in mortal danger). Cinco Días, 9 June 2011

“Contratos de franquicia versus contratos de distribución mercantil” (Franchise agreements vs. distribution agreements). Mundofranquicia.com. January 2011.

“Regulación del Comercio Minorista” (Retail trade regulation). Published by Praxis in April 1996.

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