

# Ethel Fonseca

**Partner, London office**

## General Overview

Ethel Fonseca is a Partner in the London office of RBB Economics. She joined RBB in 2008 after completing her PhD in Economics at Rutgers University, USA. Before joining the firm, Ethel worked as a consultant in the World Bank's Development Research Group. Having specialised in applied microeconomics and econometrics during her PhD studies, Ethel has particular expertise in the application of quantitative techniques to the assessment of competition policy issues. She is a member of the W@Competition Board and is featured in Who's Who Legal. A Brazilian national, she is fluent in Portuguese and English.

## Experience

Ethel has worked on a number of competition cases before the European Commission and various national competition authorities, including the UK, Brazil, France, Portugal and South Africa. She has also worked on several transactions involving the development and coordination of economic analysis across multiple jurisdictions globally, for clients including FedEx/TNT, Qualcomm/NXP and Maersk/Hamburg Sud. Ethel has advised clients on many aspects of competition policy including several indepth Phase II merger investigations raising horizontal, vertical and conglomerate concerns as well as cartels, particularly those involving fast moving consumer goods, and market enquiries. She has also run training seminars in competition economics and taught at the Postgraduate Diploma/Masters in Economics for Competition Law at Kings College, London.

## Sector Experience

Ethel's experience spans a wide range of sectors, including telecommunications, shipping, financial services, construction materials, retailing, consumer electronics, and fast moving consumer goods. Clients she has worked for include FedEx, Qualcomm, Maersk, HSBC, Ericsson, Anglo American, Lafarge, Procter and Gamble, Shell, Beiersdorf, Panasonic and Virgin Active.