

TRAVASSOS ALBUQUERQUE ADVISES INTG WITH BAT ON PRODUCT LAUNCH

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Inês de Almeida Albuquerque, partner at Travassos Albuquerque & Associados, has advised on the distribution operation and launch of a new heated tobacco product, which is already expanding into other markets.

The new heated tobacco device, the GLO, a brand owned by British American Tobacco, is already being marketed in Portugal, with the prospect of becoming a reference for innovation and evolution for the consumer in this sector.

The entire process of preparing the launch of this product, for the first time in Portugal, entailed questions of coordination between different entities, adequacy of procedures to the legislation that had the advice of the partner, in areas related to the limitations of this type of product, namely arising from Law 37/2007 of 14 August and from the framework of the GDPR rules, among others.

This project, which implied and will continue to imply a large investment, whether in the preliminary research and development phase, or in the subsequent launch and implementation phase, always depends on the legal articulation of different matters, the adaptation of the existing legislation in the face of the new concept of product and a constant articulation with the authorities and partners, confirming Inês de Almeida Albuquerque as one of the lawyers specialised in a controversial area of law, but with expansion and growth in the national and European markets.

For Inês de Almeida Albuquerque (pictured left), "it was an opportunity to further deepen my knowledge and experience in this industry, which raises several doubts of interpretation and

application, and its development and adaptation is only possible through the use of different institutions and the support of operators and companies, multidisciplinary and highly specialised teams dedicated to this project."

Travassos Albuquerque & Associados advised INTG, a company partnered with BAT.

Pinto Ribeiro Advogados also advised BAT, with the partner **Andrè Miranda**.

The in-house team comprised of **Andrea Di Paolo** (Head of Legal & Regulatory Affairs South Europe) and **Cristina Hernandez** (senior legal counsel).