

# Sofia Gouveia

Senior Associate, Johannesburg

Sofia Gouveia is a Senior Associate based in RBB's Johannesburg office. She holds a Master's Degree in Economics from the Barcelona School of Economics as well as a Bachelor of Business Science, specialising in Economics with Law from the University of Cape Town.

Since joining RBB in 2021, Sofia has worked on a diverse range of competition matters, including market inquiries, mergers involving both horizontal and vertical aspects, as well as matters relating to regulatory compliance such as excessive pricing and alleged collusive conduct.

While primarily focused on South African cases, Sofia has also advised clients on competition matters in other African jurisdictions, the EU and the UK.

Sofia's experience encompasses cases in a variety of industries such as pharmaceuticals, construction, manufacturing, automotive, gambling and digital markets.

## Recent Case Experience

XSYS / MacDermid  
Merger, multijurisdictional

Adcock Ingram  
Abuse of dominance, South Africa

Online Intermediary Platforms Market  
Inquiry  
Market Inquiry, South Africa

Whirlpool  
Abuse of Dominance, EU

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