

# Juan Diego García

Senior Associate, Brussels

Juan Diego is a Senior Associate in RBB's Brussels office. Prior to joining RBB in May 2026, he advised clients across a range of sectors on competition matters before South American competition authorities. He holds an MSc. in Competition, Regulation, and Markets from the Barcelona School of Economics.

Juan Diego has more than 10 years of consulting experience in competition economics, regulation and litigation. He has advised clients across South America, primarily in merger control proceedings and investigations into alleged horizontal agreements.

In his most recent role prior to joining RBB, he led merger cases before competition agencies, shaping the analytical framework and presenting the economic assessment to authorities, while working extensively in multidisciplinary teams alongside lawyers.

His work spans several industries, including automotive, construction, electricity, industrials, liquid fuels, mining, retail, transport, among others.

As a Peruvian national, Juan Diego is fluent in Spanish and English.

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