

# Pascal Rüedi

Dr. iur., LL.M.,  
Attorney at law, Partner  
Co-Head Compliance and Investigations

## LANGUAGES:

German  
English

## OFFICE:

Berne

## PHONE:

+41 58 258 16 00

## TO THE ONLINE PROFILE:



## E-MAIL:

[pascal.ruedi@bratschi.ch](mailto:pascal.ruedi@bratschi.ch)



## Vita

Pascal Rüedi advises national and international clients in the areas of M&A, internal investigations, contract law, financial market law and corporate law. He represents clients before authorities and courts. He is also the secretary of a European industry association and leads its supply chain sustainability initiative.

## Professional background

- Partner at Bratschi AG, Bern (since 2016)
- Associate at Bratschi AG, Bern (2013-2015)
- Associate at Bär & Karrer AG, Zurich (2010-2012)
- Secondment at Bank Morgan Stanley AG, Zurich (2010)
- Research Assistant, Institute for Business Law, University of Bern (2008-2010)

## Training

- LL.M. (Business Law), University of California Los Angeles (UCLA), Los Angeles CA (2013)
- Dr. iur., University of Bern, Bern (2010)
- Admission to the bar, Supreme Court of the Canton of Bern (2008)
- Master of Law, University of Bern, Bern (2005)

## Reference cases

- Advising Swiss Post on the purchase of a majority stake in SpotMe Holding SA (2023)
- Advising Swiss Post on the purchase of a majority stake in Hacknowledge SA (2022)
- Advising Swiss Post on the purchase of a majority stake in Dialog Verwaltung-Data AG (2021)
- Advising Obeikan Investment Group on the sale of a 50% stake in a joint venture with SIG Group AG (2020)

## Other activities

- Co-Head of the Practice Group «Corporate Law», Bernese Bar Association (BAV), Bern (since 2016)
- Member of the Working Group «Investor Protection», Swiss Bankers Association, Zurich (2014 - 2016)
- Member of the working group «FIDLEG / FINIG», Swiss Bar Association (SAV), Bern (2014))

## Awards

- Legal500: «Pascal Rüedi provides immediate advice on any specific transaction. Pascal speaks «business language» and is therefore able to explain challenging legal topics to business people easily.» (2024)
- Legal500: «We had a great experience working with Pascal Rüedi and his team. As transaction counsel, they were always on top of deal issues and extremely responsive.» (2024)
- Legal500: «Pascal Rüedi stood out for his knowledge, professionalism and commercial approach to managing transactions. A delight to work with» (2024)
- recommended for «Commercial, Corporate and M&A» by Legal500 (2024)

# Expertise

Banking Law, Stock Exchange Law, Compliance, Data Protection Law, Financial Services Law, Fintech and Blockchain Law, Company Law, Commercial Law, Capital Market Law, Collective Investment Law, Litigation, Mergers and Acquisitions (M&A), Asset Management Law, Contract Law

# Practice Groups

Compliance and Investigations, Intellectual Property, Technology and Data Protection, Litigation and Debt Collection, Corporate and Transactions

# Industry groups

Financial Services

# Publications

## Neue Regulierung von Verpackungen und Verpackungsabfällen in der EU und deren Auswirkungen auf Schweizer Unternehmen

Rüedi Pascal und Trachsel Benjamin, in: bratschiLETTER Compliance April 2024

## Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Barrot Michael and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Corvi Nicola and Eglin Ion and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Wind Christian and Wohlgemuth Sascha, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2022«This is a reprint from the «International Handbook - Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2020, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2022.»

## Interne Untersuchungen bei KMU

Rüedi Pascal, in: Bratschi Compliance-Newsletter, April 2022

## Fallstricke für die Compliance im Verband

Rüedi Pascal, in: Bratschi Compliance Newsletter, März 2021

## Das Schweizerische Bankgeschäft

Arpagaus Reto zusammen mit Beuret Arnaud, Rüedi Pascal und Weber Rolf. H. , in: Urs Emch/Hugo Renz/Reto Arpagaus (Hrsg.), 8. Auflage, Zürich 2021

## Switzerland - Corporate Acquisitions and Mergers

Aliotta Elisa and Arpagaus Reto and Babey Adélaïde and Barrot Michael and Bazzi Claudio and Bieri Adrian and Blickenstorfer Kurt and Boss Walter and Dannacher Myriam and Eglin Ion and Herren Tobias and Jecklin Barbara and Jenoure Cédric and Jörg Florian S. and Maag Harald and Monge Stefanie and Moser Martin and Mosimann Daniel and Peter Thomas and Rüedi Pascal and Schönenberger Thomas and Villard Alain and Wind Christian and Wohlgemuth Sascha and Zraggen Pascal, in: Begg Peter F.C. (ed.), International Handbook - Corporate Acquisitions and Mergers, The Netherlands 2020«This is a reprint from the «International Handbook - Corporate Acquisitions and Mergers: Switzerland», published by Wolters Kluwer, The Netherlands 2020, with the permission of Kluwer Law International. Copyright: Bratschi AG, 2020.»

## Übergangsregime der neuen Finanzmarktordnung - Bis wann sind welche Pflichten zu erfüllen?

## **Rückblick auf die ersten drei Monate der DSGVO - Erfahrungen aus der Praxis**

Rüedi Pascal, in: Kundenanlass der ImageWare AG, 30. August 2018

## **International Securities Law and Regulation - Switzerland**

Rüedi Pascal, in: Dennis Campbell (Hrsg.), International Securities Law and Regulation 07/2018, S. SWI-1 - SWI-48

## **Regulierung des Vertriebs von alternativen Anlagen in der Schweiz und in die EU - heute und in naher Zukunft**

Rüedi Pascal, in: Bratschi Finance Newsletter, Februar 2018

## **Fragen rund um die Beendigung von Vertriebsverträgen**

Pascal Rüedi, Peter Bratschi, in: Weber/Stoffel/Chenau/Sethe (Hrsg.), aktuelle Herausforderungen des Gesellschafts- und Finanzmarktrechts, Festschrift für Hans Caspar von der Crone zum 60. Geburtstag, Zürich 2017, S. 827 ff.

## **Fragen zum Gerichtsstand bei komplexen Bauprojekten – Wege zur Verfahrenskoordination**

Brönnimann Jürgen, Rüedi Pascal, in: AlpTransit Gotthard AG (Hrsg.), Juristische Festschrift zur Eröffnung des Gotthard-Basistunnels 2016, Zürich 2016, S. 261 ff.

## **Fallstricke im Zusammenhang mit der Beendigung von Vertriebsverträgen**

Rüedi Pascal, in: TREUHAND kompakt 10/2016, S. 1 ff.

## **Zeitungsartikel als Instrument der Finanzmarktaufsicht? – Einordnung und Überprüfung eines Zeitungsartikels der FINMA zum US-Steuerprogramm**

Rüedi Pascal, in: Aktuelle Juristische Praxis (AJP) 24/2015, Nr. 1, S. 77 ff.

## **Sale of Control at a Premium - An Overview**

Rüedi Pascal, in: Swiss Capital Markets Law (CapLaw) 10/2011, S. 11 ff.

## **Der örtliche und sachliche Anwendungsbereich des Schweizerischen Übernahmerechts**

Rüedi Pascal, Abhandlungen zum schweizerischen Recht (ASR) 776, Diss. Bern 2011

## **News**

### **Bratschi Ltd. advises Obeikan Investment Group (OIG) on the sale of its 50% stake in a joint-venture with SIG Combibloc Group Ltd**

08.12.2020

