Commercial Contracts

Practice area under Digital, Tech & Commercial

Commercial contracts are becoming increasingly complex, and our clients must therefore be able to benefit from our in-depth knowledge of and experience in advising on commercial contracts.

Commercial contracts are the foundation for companies' operational stability and strategic growth, as they ensure predictable business relationships and minimize financial and legal risks.

In a world where market conditions are constantly changing, effective and well-prepared commercial contracts allow companies to adapt quickly and efficiently.

Plesner has in-depth expertise and experience in drafting, negotiating and advising on commercial contracts, and advises national, international and multinational companies in all industries and sectors on a wide range of different types of contracts, including international commercial contracts. Our specialist knowledge on commercial contracts enables us to provide valuable, strategic and tailored advice that furthers our clients' business objectives as well as protects our clients' interests.

We advise on various types of contracts, including:

- Supplier agreements
- Dealer agreements
- Distributor agreements
- Agency agreements
- Selective distribution agreements
- Warehousing and logistics agreements
- Outsourcing agreements
- Facility management agreements
- Procurement agreements
- Franchise agreements
- Production and manufacturing agreements

We strive to remain proactive and stay updated on the latest developments across industries and sectors, enabling us to provide tailored advice to our clients based on their particular field and specific industry.

Choosing the right distribution form

Both newly established and existing businesses are often faced with the choice between different distribution forms in relation to the sale and marketing of their products and services domestically and abroad.

There are a number of options/models that can be used separately and/or in combination (multi-channel distribution). A business's choice of distribution form can be of decisive importance to the success of the sale and marketing of its products and services.

Choosing the optimal distribution form for a business requires in-depth knowledge of the special features, advantages and disadvantages of each type of distribution as well as of relevant legislation, including the competition law rules.

Plesner has in-depth knowledge of both the individual types of distribution and the relevant legislation and has many years of experience in advising national, multinational and international businesses on choice of distribution form and implementation of distribution systems.

The following is a non-exhaustive list of the types of distribution that a business might consider:

- selective distribution
- exclusive distribution
- simple distribution
- multi-tiered distribution (wholesalers and distributors)
- agency
- franchise
- commission
- concession
- licence

Case News 13.10.2026

Flying Tiger Copenhagen expands into Romania, Bulgaria and Croatia

Case News 13.05.2026

Flying Tiger Copenhagen expands into the Western Balkans

Case News 01.05.2026

Plesner advises Netcompany on sponsorship agreement with Netcompany INEOS Cycling Team

Case News 28.01.2026

General Atomics Aeronautical Systems sells eight MQ-9B Unmanned Aircraft Systems to Germany via the NATO Support and Procurement Agency (NSPA)

Case News 12.12.2025

ACS Armoured Car Systems' ENOK AB (Airborne) tactical vehicles to be delivered to the Danish Armed Forces

Case News 23.10.2025

Demant to sell Oticon Medical to Impilo

Case News 26.09.2025

Flying Tiger Copenhagen expands into Thailand

Case News 05.09.2025

Flying Tiger Copenhagen expands into Malaysia

Case News 14.08.2025

General Atomics Aeronautical Systems, Inc. sells four MQ-9B Unmanned Aircraft Systems to Denmark via the NATO Support and Procurement Agency (NSPA)

Case News 06.12.2024

Flying Tiger Copenhagen expands into Australia

Case News 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

Case News 14.06.2024

Flying Tiger Copenhagen expands into Singapore



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