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[Competition/Antitrust and Foreign Investment](#)

[Corporate Commercial](#)

[Class Actions](#)

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Joshua's practice focuses on Canadian competition and foreign investment review law, providing BLG's clients with valuable insight and legal support across a wide range of industries.

His work covers complex mergers, cartel investigations, and antitrust class actions, with a particular interest in addressing regulatory challenges in advertising and marketing compliance.

Joshua helps our clients navigate Canada's regulatory landscape, providing practical solutions on issues like abuse of dominance, reviewable trade practices and proactive compliance programs. His ability to connect legal strategies with business objectives has made him a trusted advisor to companies in retail, healthcare, financial services, real estate, among others.

Joshua's experience includes precedent-setting litigation before the Canadian Competition Tribunal, including a landmark case that clarified how the "general impression test" in false and misleading advertising should be applied—an interpretation that continues to influence the field today. He's also been at the forefront of one of Canada's largest price-fixing actions, acting in both criminal and civil matters while guiding clients through complex Bureau investigations.

Beyond his practice, Joshua co-authors *Competition Law Practice Advisor* (LexisNexis) and contributes to thought leadership in a number of areas, including a chapter on Examinations for Discovery in *Dimock's Intellectual Property Disputes*. Recognized by *Best Lawyers in Canada* as "One to Watch" in competition/antitrust law, Joshua brings a forward-thinking approach that combines technical expertise with a genuine commitment to helping clients thrive.

Experience

- Acting for Loblaw Companies Limited, George Weston Limited and certain of their affiliates in class actions across Canada alleging price fixing in respect of wholesale and retail sales of commercial packaged bread and in the related Competition Bureau investigation
- Acting for Parrish & Heimbecker, Limited in its acquisition of grain elevators from Louis Dreyfus Company
- Acting for Parrish & Heimbecker, Limited in a merger litigation at the Competition Tribunal

Insights & Events

- Author, "Navigating changes to Canada's competition & foreign investment laws amid economic uncertainty", BLG Article, March 2025
- Author, "To include or not include, that is the (real estate) question: Competitor property controls under Amended Competition Act", BLG Article, March 2025
- Author, "Canada's economic shield: Fortifying national security in a fractured trade landscape", BLG Article, March 2025
- Author, "Major changes are coming to Canadian competition law", BLG Article, December 2023
- Author, "An overview of the Competition Bureau's enforcement guidance on wage-fixing and no-poaching agreements", BLG Article, January 2023
- Author, "Canadian competition tribunal refuses to apply U.S. horizontal merger guidelines", BLG Article, November 2022
- Author, "Proposed amendments to the Competition Act become law", BLG Article, July 2022
- Co-author, LexisNexis Practical Guidance on Competition Law
- Author, "Competition Bureau Hones in on #SponsoredContent and Social Media Advertising", BLG Article, December 2019
- Contributor, "Competition & Privacy" chapter in "Managing Privacy in a Connected World, 2019
- Author, "Supreme Court of Canada Issues Landmark Competition Class Action Decision in Godfrey Appeals", BLG Article, September 2019
- Author, "Revised Canadian intellectual property enforcement guidelines worth a closer look", BLG Article, June 2019
- Author, "Supreme Court of Canada Won't Rule on Permissibility of Global Class Actions: Leave is Denied in Airia Brands", BLG Article, October 2018
- Co-author, Examinations for Discovery Chapter in Dimock's Intellectual Property Disputes: Resolutions and Remedies

Beyond Our Walls

Professional Involvement

- Member, Law Society of Ontario
- Member, Canadian Association of Black Lawyers
- Member, International and Competition Policy Committees of the CBA National Competition Law Section
- Member, Canadian Association of Black Lawyers

Community Involvement

- Volunteer, BLG Reads to Kids
- Refugee Sponsorship Support Program
- President, Allard Law Students' Society (2016-2017)
- Member, University of British Columbia Senate (2015-2016)
- Youth Leadership Trainer & Mentor, Starehe Boys' and Girls' Centers

Awards & Recognitions

- Recognized in the 2025 edition (and since 2024) of *The Best Lawyers in Canada* as "Ones to Watch" (Competition/Antitrust Law).

Bar Admission & Education

- Ontario, 2018
- JD, Peter A. Allard School of Law, UBC, 2017
- BSc, Microbiology and Immunology, McGill University, 2011

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As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 725 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

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