



Antitrust and Competition

Understanding global antitrust and competition rules is a necessary and prudent part of any successful business strategy in today's global economy. These laws are complex, but they govern a broad range of business conduct: interaction with competitors; obtaining and maintaining a dominant market position; forming supplier and customer arrangements; participation in trade associations; conduct in joint ventures and corporate mergers and acquisitions. Indeed, these laws have the potential to impact virtually every aspect of a company's business plan and activities in the marketplace.

Whether your company is large or small, if it is considering forming a business alliance, moving into a new market, taking a new tack with its competitors, implementing a new production, marketing or distribution strategy, or growing through corporate development, advice concerning the requirements of antitrust and competition laws is essential. The risks and consequences of non-compliance can be severe.

CAPABILITES

Investigations

Our investigations experience is market leading and diverse. Our lawyers have represented companies in a full range of competition investigations and enforcement actions conducted by, for example, the US DOJ, US FTC, the European Commission, the UK Office of Fair Trading, UK Competition Commission, the Australian ACCC, the French Autorité de la Concurrence, the German Bundeskartellamt, the Austrian Kartellgericht, the Dutch ACM, the Spanish Competition Authority, and the Korean FTC.

Counselling

We counsel our clients on national and international competition and antitrust laws, unfair trade practices, prospective acquisitions, price discrimination issues, abuse of dominance and intellectual property issues.

Mergers and Acquisitions

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- Merger Control
- Intellectual Property and Technology

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- Financial Services
- Energy and Natural Resources
- Insurance
- Life Sciences
- Media, Sport and Entertainment
- Industrials

We have a strong multi-jurisdictional merger practice that can seamlessly coordinate filings in jurisdictions worldwide.

- Technology

We are able to help clients analyse any potential competition issues, coordinate multijurisdictional merger clearances, represent clients before regulatory agencies, analyse and negotiate potential remedies, deal with in-depth investigations and advise on merger litigation.

Compliance Audits and Programs

Our experience is diverse and includes representing companies in a full range of competition matters. This diversity in expertise allows us to provide advice to our clients on all areas of competition compliance including auditing existing policies and procedures and enables us to provide clients with commercial and practical solutions. This includes with regards to the implementation of a compliance programme, the provision of training including on raids, or any changes to existing policies and procedures.

Cartel Enforcement Defence

Criminal cartel enforcement is a top priority of competition Regulatory Authorities and cartel investigations, in particular those with international aspects, are on the rise.

Our team acts regularly for multinational clients and provides a globally coordinated approach in representing client before the regulators and in negotiating resolutions. The team has much experience in assisting client with leniency and amnesty applications and where necessary defends clients through litigation.

Civil Litigation / Class Actions

Private litigation is fast becoming as important as public regulation as a means of enforcing competition law.

We have considerable experience in advising claimants and defendants in competition based litigation in a number of jurisdictions, and representing clients appealing regulator decisions to the European and domestic Courts.

Criminal Antitrust Defence

Our team provides criminal defence to clients including in response to raids, managing disclosure, leniency negotiations with Regulators, defence of Criminal Litigation and in relation to Trials and Appeals.

State Aid

We have a strong track record in State aid work, acting for funding bodies, recipients of aid and those who feel that their interests have been damaged by unlawful aid awarded to their competitors.

EXPERIENCE

- Acting for two pharmaceutical companies in separate 'pay for delay' pharmaceutical patent settlements in Europe.
- Represented Church & Dwight in the Church & Dwight v. Mayer Labs antitrust case and related FTC investigation. In granting our summary judgment motion, the California federal judge held that a C&D shelf share discount incentive rebate program involving Trojan condoms did not constitute anti-competitive monopoly behaviour. This is a significant win for the client, who has been engaged in hotly contested litigation for more than four years with competitor Mayer Laboratories. We also convinced the FTC to drop its three year investigation without a consent decree or any conditions and the FTC agreed to destroy all documents.
- Advised Etihad Airways in relation to their equity investment in Air Berlin which required both merger control and regulatory advice, as well as competition law advice in relation to commercial co-operation agreements between the two airlines.
- Advised two of the largest companies in provision of secure electronic payment technologies a complex acquisition. This

involved creating cooperation between a number of competition authorities.

- Building a global compliance function with particular emphasis on antitrust, anti-corruption, antimoney laundering, international trade regulation/OFAC, government relations, and privacy/data security for an international insurance and financial services company.
- Representing a global airline in the General Court against the European Commission's air cargo cartel decision, with simultaneous damages litigation in the UK and the Netherlands.
- Advising one of the world's largest freight forwarders in the context of a European Commission cartel investigation and a subsequent appeal to the General Courts. The team successfully secured a significant fine reduction for the client which was being investigated by anti-trust authorities, notably the European Commission and US Department of Justice, following global dawn raids across the industry in 2007.
- Acting for a global airline in complex class action cases currently pending in the US including in the Southern District of New York, Eastern District of New York and the Northern District of California District Courts. The Plaintiffs allege billions of US dollars in damages.
- Advising a Japanese manufacturer of electronic equipment, in multi-district class action antitrust litigation alleging violations of the Sherman Act and state laws in the optical disk drive industry.
- Acting for Pool Corporation and its subsidiaries in a multi-district litigation alleging violations of the antitrust laws in regard to the distribution of swimming pool products and supplies. The case is pending in the United States District Court for the Eastern District of Louisiana and is in the discovery stage.

INSIGHTS

Publications

Representing individuals in interviews – the US perspective

30 March 2021

Determining whether to consent to an interview, and any interview itself, can be pivotal.

Antitrust and unfair competition lawyer John Gibson joins DLA Piper in Los Angeles

28 January 2021

John Gibson has joined the firm's Litigation and Regulatory practice as a partner in Los Angeles.

Antitrust Matters - Special edition

17 December 2020

ANTITRUST MATTERS

We are pleased to share with you a Special Edition of our periodical global publication Antitrust Matters.

Competition policy and the Green Deal

17 December 2020

In October 2020, the Commission published a call for contributions on questions about how competition rules and sustainability policies work together. With this initiative, the Commission followed in the footsteps of several national competition authorities which had already issued guidance on the topic of competition and sustainability.

Market Definition Notice

17 December 2020

The public consultation on the 23-year-old Market Definition Notice was launched over the summer of 2020. The objective behind this consultation is to determine whether the Notice is still fit for purpose and if/how it can be improved to better reflect new market developments.

New competition tool and ex ante regulation of gatekeeping platforms

17 December 2020

Over the summer of 2020, the European Commission conducted several public consultations, including two interrelated consultations of significant importance to the Commission's digital agenda.

White Paper on Foreign Subsidies

17 December 2020

The Commission's White Paper on Foreign Subsidies, which was under public consultation until 23 September 2020, focuses on how to address distortions caused by foreign subsidies in the EU.

The UK's National Security & Investment Bill: Excessive protectionism, or necessary to align the UK with other major economies?

18 November 2020

Laid before Parliament on 11 November 2020, the National Security & Investment Bill (the "Bill") promises to usher in a sweeping reform of the way in which the UK Government can scrutinise foreign investment.

New antidumping duty petition filed against imports of polyester textured yarn from Indonesia, Malaysia, Thailand, and Vietnam: Consequences for exporters and US importers

2 November 2020

Additional duties can be imposed if the DOC determines that imported goods are dumped and the ITC determines that the domestic industry is materially injured or threatened with such injuries.

Cartel Enforcement Global Review 2020

24 September 2020

Since DLA Piper's original review of global cartel enforcement in 2017, competition authorities have further intensified their enforcement activities in relation to horizontal collusion. Our 2020 update provides insights into trends that have emerged around the world.

Antitrust Matters

September 2020

[ANTITRUST MATTERS](#)

We are pleased to share with you a New Edition of our periodical global publication Antitrust Matters.

It's all linked: a close look at the EC's proposed Digital Services Act and its moves to protect strategic EU industries

September 2020

The Digital Services Act (DSA) is a legislative package first announced by European Commission President Ursula von der Leyen in the political guidelines back in July 2019 and confirmed in February 2020 in the Commission's communication, Shaping Europe's digital future.

South Africa: Asset transactions during COVID-19 and the role of merger control approval

September 2020

ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD

The decision by governments to impose restrictions on businesses to slow the spread of coronavirus disease 2019 (COVID-19) has had a severe impact on the global and South African economy.

State aid rules in pandemic times: Flexing or bending?

September 2020

ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD

As of 27 August, a staggering amount of EUR1.358 billion in State aid measures to be granted by Member States across the EU to tackle the economic impact of the coronavirus outbreak had been approved by the Commission.

The 2019 rail franchising litigation - procurement: Legal privilege and a duty to give sufficient reasons

4 August 2020

Mr Justice Stuart-Smith handed down judgment in the 2019 Rail Franchising Litigation, one of the largest and most complex procurement and commercial judicial review claims litigated to date in the UK. In this, our second article, we examine the Court's findings as they relate to legal privilege and the duty to give sufficient reasons.

COVID-19 & Antitrust: How pharmaceutical manufacturers can lawfully cooperate

1 May 2020

ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD

On 29 April 2020, the Commission published the full text of the Comfort Letter granted on 8 April 2020 to the pharmaceutical association "Medicines for Europe" that represents a number of pharmaceutical manufacturers throughout Europe.

What COVID-19 could mean for the future of the Big Tech investigations

24 April 2020

ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD

Rather than hampering the investigations over the long term, the pandemic may open new lines of inquiry for antitrust investigators.

US antitrust enforcers on high alert for collusion in labor markets during COVID-19 pandemic

21 April 2020

[ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

Antitrust enforcers are closely monitoring employer coordination to disadvantage workers.

European Commission relaxes State aid rules to counter economic impact of COVID-19

15 April 2020

[ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

On 19 March 2020, the EU's Competition Commissioner Margrethe Vestager presented the Commission's "Temporary Framework for State aid measures" to help businesses get access to the liquidity and financial support they require to survive the economic crisis caused by the COVID-19 outbreak

Antitrust and Competition: Impact of Coronavirus COVID-19

14 April 2020

[ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

As new national restrictions on free movement of citizens are being imposed every day and a number of other measures are being implemented by governments, the national and EU regulatory landscape is challenging for companies to navigate. In light of the current situation, several competition authorities around the world announced specific points of focus for the coming weeks.

Global enforcement priorities in vertical agreements

14 April 2020

This guide looks at Global enforcement priorities in vertical agreements in a number of important jurisdictions and is published in response to a rise in recent enforcement activity relating to vertical restrictions.

Impact of COVID-19 on the financial services and insurance sectors

14 April 2020

At the EU level, the European Central Bank (ECB) announced a number of measures to ensure that its directly supervised banks can continue to fund the real economy. European and Belgian regulators have also issued statements and recommendations regarding measures and actions being taken on the COVID-19 pandemic.

EU Antitrust Framework for the coordination of essential coronavirus COVID-19 products and services

10 April 2020

[ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

On 8 April 2020 the Commission published a Temporary Framework for the antitrust assessment of increased business cooperation between competitors in response to coronavirus COVID-19. The aim is to reduce shortages for essential products and services.

Antitrust Matters - April 2020

7 April 2020

[ANTITRUST MATTERS](#)

We're pleased to share with you a new Edition of our periodical global publication Antitrust Matters.

US Antitrust enforcers issue joint statement on competitor collaboration amid COVID-19 pandemic

27 March 2020

[ANTITRUST AND COMPETITION: NOVEL ISSUES IN A POST-CORONAVIRUS WORLD](#)

The US Department of Justice and Federal Trade Commission issued a Joint Antitrust Statement Regarding COVID-19, in which they announced an expedited procedure for evaluating proposed collaborations among competitors and other businesses working to address the pandemic.

Coronavirus (COVID-19): ten practical steps for global employers, right now (Global)

13 March 2020

These steps are not based on laws of any one jurisdiction but rather are designed to provide a global employer with themes to consider, understanding that what may be suitable for each employer may vary greatly depending on the employer's unique circumstances.

Preventive Medicine: Official "Antimonopoly Compliance Guidelines for Business Operators" in China

10 December 2019

On 28 November 2019, the State Administration of Market Regulation (SAMR) released for public comment draft "Anti-Monopoly Compliance Guidelines for Operators" (the "Draft Guidelines"). These non-binding guidelines recommend measures for "business operators" subject to the Antimonopoly Law (AML) to develop and implement antitrust compliance programmes. The Draft Guidelines integrate prevailing best practices for international compliance programmes, while reflecting the unique challenges of antitrust risk management in China.

Antitrust Matters - November 2019

18 November 2019

[ANTITRUST MATTERS](#)

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Antitrust Matters - May 2019

13 MAY 2019

[ANTITRUST MATTERS](#)

We are pleased to share with you a New Edition of our periodical global publication Antitrust Matters.

A new test for Mexico's structural changes: antitrust reform – key points in one chart

16 JUN 2014

This entirely new framework should be carefully analyzed by investors in structuring their Mexico-related M&A transactions and managing their existing operations

Events

Previous

Current Issues in Competition

3 June 2019

Tel Aviv-Yafo

NEWS

DLA Piper advises Heidelberger Druckmaschinen on the sale of MIS software provider CERM

6 August 2020

DLA Piper has advised Heidelberger Druckmaschinen AG (Heidelberg) on the sale of CERM, a global provider of Management Information System (MIS) software for the printing industry, in a Management Buyout (MBO).

DLA Piper announces partnership promotions for 2020

30 April 2020

DLA Piper is proud to announce that 67 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2020 in the United States and May 1, 2020 for EMEA and Asia Pacific. The promotions have been made across many of the firm's practice areas in 35 different offices throughout 13 countries.

Across the firm's practices globally, Corporate saw the largest intake of new partners with 19 promotions, followed by Litigation and Regulatory with 15. Intellectual Property and Technology and Finance and Projects had ten and eight promotions respectively, while there were six in Real Estate. Tax and Employment both had four, and there was one in Restructuring.

DLA Piper lawyers named Acritas Stars

10 March 2020

Acritas has named over 200 DLA Piper lawyers as 2020 Acritas Stars. Now in its fourth year, Acritas Stars highlights the stand-out lawyers in private practice as nominated by clients around the world. More than 3,000 senior in-house counsel feed into the nomination process to give a comprehensive view of highly recommended lawyers across the globe.

Frank Ryan discusses the trade war with Yahoo Finance

9 Sep 2019

Highlight: “Where we are right now is in a political phase in this debate, and... we need to get to a practical phase,” says @DLA_Piper’s Frank Ryan on the trade war. “The sooner we get stability for major multinationals in China regarding IP protection, the better off we’ll be.” pic.twitter.com/u0y kzF8m89

— Yahoo Finance (@YahooFinance) September 9, 2019

In New Zealand

DLA Piper New Zealand is one of the pre-eminent advisers on competition law and market regulation in the country.

We work with a wide range of clients in the most highly regulated and scrutinised industries, guiding them through challenging market issues.

With 30 office across the USA, home of competition law, DLA Piper are at the forefront of changes and trends in this area of law and our clients benefit.

Our stable of clients includes New Zealand's largest supermarket group, as well as a wide range of international organisations whose brands are household names.

DLA Piper New Zealand provides specialist and strategic competition law advice, and practical solutions that meet client business objectives. We have a strong track record in protecting businesses in complex regulatory environments, and enhancing their competitive edge.

Our team is experienced across a great range of industry areas, from utilities (gas, water, electricity, transport, telecommunications) to tourism, healthcare, banking, food brands and supermarkets. In the course of our work we have developed a strong relationship with the Commerce Commission and are commonly asked to represent clients in both formal and informal approaches to the Commission.

CAPABILITIES

- Commerce Act: trade practices, price fixing, market sharing, other arrangements restricting competition
- Exclusionary arrangements, misuse of market power, exclusive dealing
- Antitrust analysis
- Cartel behaviour, alleged cartel behaviour
- Fair Trading Act: unfair trade practices and consumer protection
- Immunity applications
- Commerce Commission investigations and enforcements
- Applications, clearances and authorisations from the New Zealand Commerce Commission
- Compliance programme development, policy formulation, manuals and training programmes; management and board training, compliance and advice
- Litigation

EXPERIENCE

Global Confectionary Company

This multi-national confectionary company undertook a major and unique marketing campaign based on an increase in the size of their king-size chocolate bar by 20% and a 'more chocolate for the same price' claim. DLA Piper New Zealand advised on all aspects of the exercise including competition law issues relating to arrangements with major retailers and maximum price agreements.

Electricity and Gas Complaints Commission

DLA Piper New Zealand advised on restructuring the first regulated complaints resolution scheme in the New Zealand electricity and gas sector. Under the Electricity Industry Act it is compulsory for sector participants to join the scheme. This involved redrafting an old scheme, governance structures, consultation processes and ministerial approvals.

WEL Networks

DLA Piper New Zealand advised WEL Networks in its participation in the Crown's Ultrafast Broadband initiative, on all issues including regulatory.