



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, UK Competition and Markets Authority, 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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- Mergers and Acquisitions
- Merger Control
- Intellectual Property and Technology

- 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

Ireland adopts major changes to competition rules

4 July 2022

On 29 June 2022, Ireland enacted major reforms to its Competition Act. These changes will impact on all sectors across the Irish economy, with potential target industries such as Life Sciences, Energy, Technology and Consumer Goods facing increased scrutiny – particularly as Ireland is a key HQ location for EMEA operations.

Antitrust Matters – April 2022

28 April 2022

ANTITRUST MATTERS

Dear Reader,

Focus on the energy sector

29 March 2022

UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST

What is the impact of the regime on the energy sector? Sarah Smith is joined by competition partner, Sam Szlezinger, and DLA Piper's energy sector specialist, Andreas Gunst, to analyse which activities are likely to be caught.

Aiscension: an AI tool to ensure effective risk management by detecting anti-competitive practice

24 February 2022

Anti-competitive activity has been rife in companies for centuries and there are many who like to take the ostrich approach and bury their head in the sand. However, it is known that this approach to risk management is ineffective should the regulators come looking,

and with fines of up to 10% of global turnover, it is a big risk to take.

Focus on the public sector

22 February 2022

[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

What is the impact on the public sector? Sarah Smith talks to Richard Bonnar, a partner in the Intellectual Property and Technology team, and Martin Strom, a senior associate in the competition team to discuss the impact on the sector, including the "Critical Suppliers to Government" and "Suppliers to the Emergency Services" sectors.

Focus on the transport sector

8 February 2022

[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

In this episode, Sarah Smith is joined by Richard Jenkinson and global chair of DLA Piper's Infrastructure, Construction and Transport sector, Martin Nelson-Jones. They discuss the impact of the regime on the transport sector in relation to ports and harbours, as well as airports and air traffic control.

Focus on the technology sector

25 January 2022

[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

What is the impact of the regime on the technology sector? Sarah Smith is joined by competition partner, Alexandra Kamerling, and DLA Piper's tech sector specialist, Kit Burden, to analyse which activities are likely to be caught with a focus on AI and computer hardware.

Focus on the industrials sector

18 January 2022

[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

In the third episode of the series we turn our focus to specific sectors. Sarah Smith and Matt Evans are joined by DLA Piper's defence sector specialist, Maria Pereira to discuss the impact of the regime on the industrials sector, specifically in relation to the defence, military and dual-use, advanced materials and satellite and space sectors.

A legal overview

4 January 2022

[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

In episode 2 of our podcast series we discuss the legal context of the regime: how it will operate and the implications for businesses. In particular, the legislation - which comes into force today, 4 January - has wide reaching implications for M&A involving businesses or

assets connected with the UK.

What's driving the new National Security and Investment Regime

12 December 2021

[UNDERSTANDING THE UK NATIONAL SECURITY & INVESTMENT REGIME PODCAST](#)

Episode 1 of our new Podcast series discusses what is driving the new National Security and Investment Regime. What is the political context for the new regime? Who and what is driving the pressure to strengthen investment screening both in the UK and internationally? Sarah Smith, Partner in DLA Piper's Competition practice is joined by Lord Gavin Barwell, Strategic Advisor and former Chief of Staff to Teresa May and Paul Hardy, Head of UK Government Affairs at DLA Piper to discuss the context of the new regime.

Antitrust Matters – September 2021

7 September 2021

[ANTITRUST MATTERS](#)

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

Competition and sustainability: the need for further guidance on legitimate cooperation

7 September 2021

[ANTITRUST MATTERS](#)

Climate change is one of the most important priorities facing the international community. The increased focus on environmental concerns has incentivized companies to pursue sustainability initiatives. In many instances, cross-industry collaboration is important for such initiatives to succeed.

Framing patents as essential facilities in Chinese antitrust: *Ningbo Ketian Magnet Co., Ltd. v. Hitachi Metals*

7 September 2021

[ANTITRUST MATTERS](#)

A Chinese court recently ruled in *Ningbo Ketian Magnet Co., Ltd. v. Hitachi Metals, Ltd.* that a patent-holder's refusal to license patents for producing rare-earth magnets to competitors constituted an abuse of dominance in violation of China's Antimonopoly Law (AML).

Learning the lessons on excessive pricing from Aspen

7 September 2021

[ANTITRUST MATTERS](#)

Back in April 2017, The *Times* ran a story detailing how a drug giant had a "secret plan" to destroy a cancer medicine unless large price rises were agreed to by national purchasing authorities. A month later, the European Commission opened an investigation into Aspen.

Special competition rules on digital ecosystems: Greece joins the club

7 September 2021

On 6 August 2021 the new draft Greek Competition Bill (the "new Bill") was published for a two-week consultation. It amends the Greek Competition Law (L.3959/2011) and aims to transpose Directive (EU) 2019/1 in order to enhance the enforcement powers of the Hellenic Competition Authority.

The challenges of compliance in a modern world: The changing landscape of cartel enforcement

7 September 2021

ANTITRUST MATTERS

With the rise of technological developments, we also have seen increased risks. In this new digital world, we are creating more data year on year. Data storage, ease of communications (including the use of email and chat), along with the ease of photos and videos means that data volumes are increasing exponentially.

The Challenges of Compliance in a Modern World: The Changing Landscape of Cartel Enforcement

25 August 2021

ANTITRUST MATTERS

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Caveat Emptor in UK merger control: Record fine highlights the non-filing risks for buyers

24 August 2021

The UK Competition and Markets Authority has imposed its largest ever fine for a single infringement relating to non compliance with an initial enforcement order. Serving as a reminder to buyers of the pitfalls of completing a transaction without first obtaining UK merger clearance.

European Commission publishes long-awaited updated regulation and guidelines on vertical agreements

18 August 2021

The European Commission recently published its proposed revised Vertical Block Exemption Regulation and Draft Vertical Guidelines. The new Regulation and guidelines are being brought in to replace the current Regulation which came into force in 2010 and is due to expire on 31 May 2022.

The UK Bribery Act: A Perfect 10 or an uninspired 5/10?

1 July 2021

From its conception, the UK Bribery Act 2010, which came into force on 1 July 2011, presented itself as a radical and comprehensive overhaul of UK anti-bribery and corruption law. So, a decade on, what does the score card look like?

Multi-jurisdiction guide for screening foreign investments

26 May 2021

The aim of this guide is not to substitute proper due diligence and specialized advice when conducting business, it will hopefully help the

reader navigate the different FDI regimes. Particularly in this complex context and in view of the proliferation of new regimes, by explaining the key aspects of regimes including main issues to consider, thresholds and proceedings to take into consideration when investing in our globalized world.

The UK Government adopts the National Security and Investment Act on 29 April 2021

10 May 2021

With the adoption of the National Securities & Investment Act, the UK is embarking on a serious journey to toughen foreign investment rules in line with other major economies in a move prompted by concerns surrounding foreign investment in critical or sensitive sectors.

The European Commission proposes sweeping new controls on foreign subsidised companies

6 May 2021

On 5th May 2021, the European Commission published a draft new legislative proposal seeking to impose broad controls on companies which have received support from foreign (non-EU) governments.

Representing individuals in interviews – the US perspective

30 March 2021

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

Spanish competition activity: a year in review and a snapshot of what's in store

2 March 2021

A couple of months ago we exited 2020, a strange year with a myriad of unexpected events. But, despite everything, a review of how the antitrust world has evolved in Spain can provide some insights into what is to come.

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.

EU digital reform: Brussels seeks to regulate Big Tech and other digital services

16 December 2020

Europe's legal framework for digital services has been unchanged since the adoption of the e-Commerce Directive¹ in 2000. Subsequent advances in technology, and the accompanying evolution of digital services, have resulted in more and more calls for updated regulations from market participants, governments and regulators.

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.

Aspen: Quick Fix But Missed Opportunity

28 October 2020

The recent effort by the Commission to settle the Aspen case suggests that commitment decisions are the preferred route to settle complex excessive pricing cases at EU-level.

Antitrust Bites Newsletter - October 2020

26 October 2020

The EU General Court, with its judgments of October 5, 2020, has partially annulled the Commission's decisions that in 2017 authorized inspections against several French supermarkets due to two suspected antitrust practices contrary to Article 101 TFEU consisting of exchanges of commercially sensitive information.

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

NEWS

DLA Piper appoints senior Competition partner to its Brussels office

23 August 2022

DLA Piper has appointed Laurent Geelhand, an experienced Competition partner, to its Brussels office, who starts on 3 October.

DLA Piper appoints Competition partner to its Brussels office

17 August 2022

DLA Piper has appointed Joost Haans as Competition partner to its Brussels office. He is currently at Baker McKenzie where he has been a partner since 2018.

DLA Piper advised Criteo in action against Meta Ad Inventory regarding partner status and Partner Access to Meta Ad Inventory

20 June 2022

DLA Piper advised Criteo in action against Meta Ad Inventory regarding partner status and Partner Access to Meta Ad Inventory.

DLA Piper advises Knorr Bremse on the acquisition of a majority stake in Cojali

15 June 2022

DLA Piper has advised Knorr-Bremse and its subsidiary Knorr-Bremse Systeme für Nutzfahrzeuge GmbH on the acquisition of a majority stake of 55 percent in Cojali S.L.

DLA Piper advises Borosil Renewables on acquisition of Interfloat and Brandenburger Glasmanufaktur

6 May 2022

DLA Piper has advised Indian solar glass manufacturer Borosil Renewables ("BRL") on its acquisition of Interfloat Group, Europe's

largest solar glass producer.

DLA Piper strengthens its antitrust practice with partner Dr Justus Herrlinger

27 October 2021

DLA Piper will strengthen its Hamburg office with the appointment of Dr Justus Herrlinger as a new partner in the antitrust practice, effective 1 November 2021.

DLA Piper strengthens Antitrust and Competition offering in Russia with new partner hire

5 August 2021

DLA Piper has appointed Denis Gavrilov as a partner in the Moscow office and Head of the Antitrust and Competition practice in Russia. Denis joins the firm from Egorov, Puginsky, Afanasiev and Partners, together with senior associate Karin Ovakimyan.
