



# Jacob Borum

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Jacob is a partner in Plesner's EU and Competition Law team, advising on competition law and foreign direct investment (FDI). He has more than 20 years of experience advising on competition law. He has provided advice in several capacities, including attorney-at-law, government official, and corporate counsel.

## PRACTICE AREAS

EU and Competition Law  
Foreign Direct Investments

Jacob, an attorney-at-law, has advised companies on a wide range of competition law issues. He has represented clients before the Danish Competition and Consumer Authority, the European Commission, and the European Union's Court of Justice.

He advises on merger control and FDI in all stages of the M&A process and has represented clients in complex phase two investigations by the Danish Competition and Consumer Authority and the Competition and Markets Authority (CMA) in the UK. Jacob was previously Assistant Head of the Merger Division at the Danish Competition and Consumer Authority.

Jacob also has considerable experience in life science. He gained his expertise in this field by working on the competition rules and also by serving as corporate counsel at AbbVie, a prominent American pharmaceutical company.

Jacob holds a Master's degree in law from the University of Copenhagen and the University of Edinburgh, and he also earned a D.E.U.G. in French law from the University of Le Havre.

Due to the pervasiveness of competition law, including merger control, Jacob

regularly works with other teams in Plesner, notably corporate M&A. Jacob's experience in life science means that he regularly works with Plesner's IP and Life Science team, advising clients on competition law.

## Selected cases

### Case News

Demant/Cocheat: Phase II in UK, EU, and Australia

### Case News

Kingspan/TreeTops - Phase II clearance with remedies in DK

### Case News

18.06.2024

Sampo plc announces a public exchange offer to the shareholders of Topdanmark A/S

### Case News

29.01.2024

The largest merger in Danish history completed today

### Case News

21.12.2023

Reitan Convenience and Uno-X take back 57 service stations and enter into new franchise agreements with a number of 7-Eleven franchisees

### Case News

13.12.2023

Novozymes and Chr. Hansen obtains competition clearance in Phase I

### Case News

09.03.2023

The Danish Eastern High Court overturns decision from the Danish Competition Council

### Case News

27.04.2022

Demant A/S intends to divest its Hearing Implants business