

Jacob Borum

Attorney-at-Law,Partner,LL.M.

Mobile +45 29 81 87 85
Direct +45 36 94 22 76
Email jacb@plesner.com

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 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 has 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

- Advised the Danish Ministry of Finance on investment in relation to reorganisation of SAS AB
- Advised Kingspan in acquisition of TreeTops, phase II clearance with remedies in Denmark
- Advised Novonesis on merger with Chr. Hansen, phase I clearance with remedies in the EU
- Advised Demant in sale of cochlear implant business, clearance in EU, UK, and Australia
- Advised Sampo on voluntary exchange offer to Topdanmark's shareholders
- Advised SMP on acquisition of Nissens Automotive, clearance in Poland and Ukraine
- Represented Danfoss in the Refrigeration Compressors cartel case and global investigations

Ratings

2026 **Legal 500**

Jacob Borum is recommended as regards EU and Competition.