



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 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

Case News

Assisted the Danish Ministry of Finance on the investment agreement between SAS AB and a consortium comprising the Danish state, Castlelake, Air France-KLM, and Lind Invest as part of SAS AB's ongoing reorganisation process

Case News

Assisted Kingspan in its acquisition of TreeTops, including securing phase II clearance with remedies before the Danish Competition and Consumer Authority

Case News

Assisted Novonesis (formerly Novozymes) in its merger with Chr. Hansen, the largest in Danish history, on notification to the EU Commission securing phase I clearance with commitments, as well as notifications in multiple jurisdictions worldwide

Case News

Assisted Demant A/S on competition law in connection with divestiture of its cochlear implants business to Cochlear Ltd., including EU merger notifications, following referrals from 13 Member States, and Phase II investigations in the UK and Australia

Case News

Assisted Sampo in connection with Sampo plc's recommended voluntary exchange offer to the shareholders of Topdanmark Sampo/Topdanmark

Case News

Assisted Standard Motor Products in its acquisition of Nissens Automotive, including notification in Poland and Ukraine

Case News

Represented Danfoss in relation to the Refrigeration Compressors cartel, including in relation to the European Commission's leniency programme and settlement procedure and criminal/administrative investigations in multiple foreign jurisdictions