

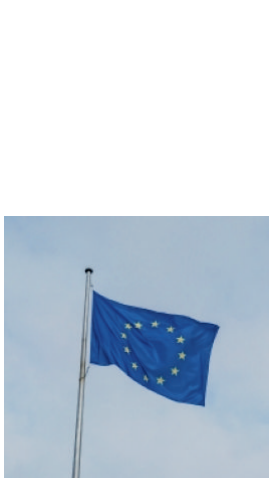
Competitive Edge

Bird & Bird

Competitive Edge

Keeping you up to date on Competition and EU law developments in Europe and beyond

In Focus

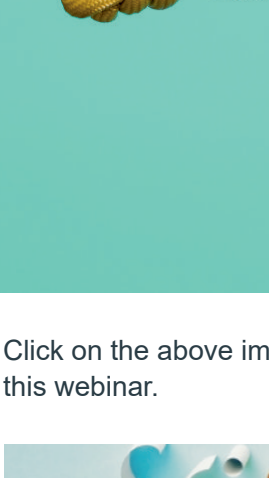


The transition to Australia's new merger regime begins, but is it fees-ible for all businesses?

Australia's long-awaited shift from voluntary to mandatory merger control is now underway, with voluntary notifications available from 1 July 2025 and compulsory filings starting 1 January 2026. The ACCC has finalised notification thresholds capturing acquisitions with combined Australian revenue of \$200 million or acquirer revenue of \$500 million, alongside significant filing fees ranging from \$56,800 for Phase 1 to up to \$1.6 million for complex Phase 2 reviews.

In-house teams face critical transition period decisions - continuing with informal clearances risks delays if transactions aren't approved before the mandatory regime kicks in. With Australia joining the global trend toward stricter merger oversight, understanding these new requirements is essential for companies' M&A planning. For detailed threshold calculations and strategic guidance, read the full article.

[Read the full story](#)



A Merger of new ideas and concepts – the EU's revision of its Merger Control guidelines

The European Commission's first comprehensive review of merger guidelines in two decades has been kicked off and aims to modernise the framework to address today's digital and sustainability-focused business environment. It also signals a potentially dramatic shift that will directly impact your organisation's M&A strategy, as it will influence how M&A transactions are assessed and structured going forward.

The proposed changes present both challenges and opportunities - while requiring more thorough preparation and documentation, the updated guidelines could also provide clearer pathways for demonstrating pro-competitive benefits, including sustainability and innovation synergies.

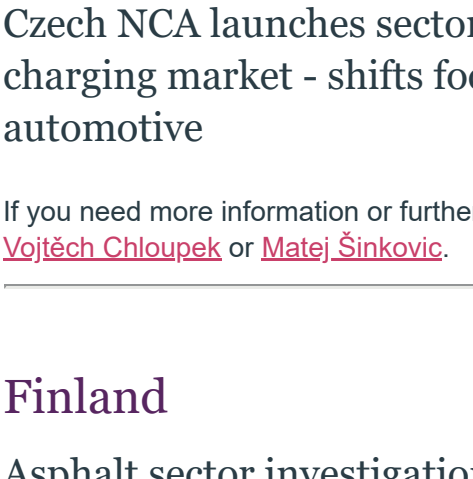
The public consultation on these issues is underway (until 3 September), but understanding the direction of travel will help your legal team navigate the evolving regulatory landscape more effectively and identify the best strategies for future transactions. Read the full article to stay ahead of these important changes in EU merger control.

[Read the full story](#)

EU Manufacturing Resilience and Strategic Autonomy: from Buzzwords to Business Impact

Webinar
16 September 2025
4 - 5pm CET | 10 - 11am EDT | 7 - 8am PDT

Click on the above image, or see the 'events' section of this newsletter, to find out more about this webinar.



AI & Competition law survey

Take this 2-minute survey to help us tailor our AI & Competition law content to your needs

As AI continues to reshape markets and regulatory landscapes, we would like to be sure that our insights remain relevant to your practice. Please take a couple of minutes to complete our brief survey on AI and competition law priorities. Your responses will help us develop more targeted content, events, and resources for you.

We'll be happy to share a summary of the key findings with the survey participants.

[Click here to take the survey](#)

Updates from our jurisdictions

EU

Review of the Digital Markets Act is underway

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Anthony Rosen](#) or [David Wouters](#).

Belgium

Het sop is de pattaten niet waard (The juice is not worth the squeeze) – Belgapom offers commitments to change its potato benchmark price model

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Baptist Vleeshouwers](#) or [Claire De Neve](#).

Staying Ahead by Looking Back: Insights from the Belgian Competition Authority's 2024 Annual Report

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Baptist Vleeshouwers](#) or [David Wouters](#).

Czech Republic

Czech NCA launches sector inquiry into EV charging market - shifts focus towards automotive

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Martin Taimr, Vojtěch Chloupek](#) or [Matej Šinkovíc](#).

Finland

Asphalt sector investigation reflects growing trend of private residence inspections

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Katia Duncker, Petteri Metsä-Tokila](#) or [Maria Karpathakis](#).

France

Landmark French decision confirms no-poach agreement can breach competition law

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Elsa Mandel Benichou](#) and [Thomas Ostler](#).

Germany

German Football's 50+1 Rule Withstands Competition Law Challenge: German Federal Cartel Office Issues Guidance on Compliance Requirements

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Stephan Waldheim](#) or [Gitty Narymany Shandy](#).

Hungary

Hungary Temporarily Expands FDI Screening Powers with Extended Deadlines and Pre-emption Rights

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Gabor Kutai](#).

Italy

Bioplastic Sector under antitrust scrutiny: Italy fines Novamont and Eni over 32 million for abuse of dominant position

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Federico Marini Balestra](#) or [Bianca Maria Gorlero](#).

Netherlands

Patience Rewarded: ACM Conditionally Approves Acquisition of RTL Netherlands by DPG Media

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Pauline Kuipers](#) or [Quirijn Mohr](#).

Poland

Agricultural machinery cartel charges in Poland

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Marcin Alberski](#) or [Stanislaw Szymanek](#).

Spain

CNMC targets the public sector with new consultation on damages claims

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Candela Solés](#).

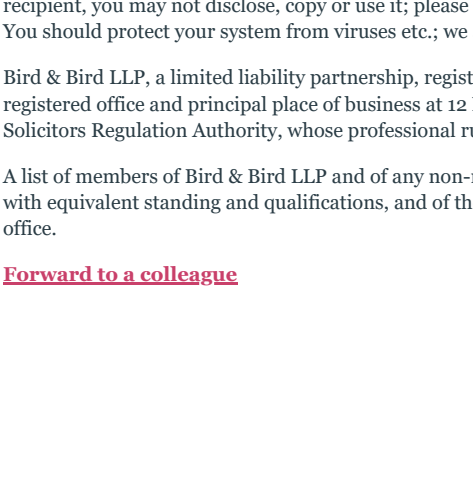
UK

Where is the CMA headed: A strategic shift towards growth and investment

[Read the full story](#)

If you need more information or further guidance in this area, please contact [Saskia King, Tenisha Cramer](#) or [Flora McCarthy](#).

Events and webinars



In-Person seminar in Finland for in-house counsel

Inside the Raid: Tips and tricks for developing a Dawn Raid protocol

20 August | 8:30 - 10:15 | Bird & Bird Helsinki

Join us for a practical breakfast seminar designed for in-house lawyers navigating the complex landscape of competition law enforcement!

With increasing scrutiny from the European Commission and the Finnish Competition and Consumer Authority (FCCA), the risk of unannounced inspections - so-called "dawn raids" - is rising across industries.

Drawing on recent experience assisting in an EU dawn raid, our team will outline key differences between Finnish and EU inspection practices. We'll also hear from a colleague in our Danish office, who will share valuable insights from his time as in-house counsel at a listed Nordic company. Presentations will be delivered in Finnish and English.

This session offers hands-on guidance to help you prepare for and respond to dawn raids. Please register by 13 August to secure your spot for this in-person only event.

[More information here >>](#)

[Register for the free seminar here >>](#)

Webinar

EU Manufacturing Resilience and Strategic Autonomy: from Buzzwords to Business Impact

16 September | Online

Join our Competition and Trade partner [Hein Hobbelen](#) and Regulatory & Public Affairs advisor [Paolo Sassdelli](#) for this essential discussion on how EU manufacturing resilience and strategic autonomy are transforming competition and trade defence policy.

As these concepts move beyond policy rhetoric into practical implementation, in-house counsel must understand their strategic implications. Our experts will examine critical developments including evolving EU trade defence mechanisms, the Electric Vehicle case as a potential harbinger of increased intervention, proposed changes to merger reviews, and the possible emergence of European Champions in strategic sectors like telecoms.

The 1-hour webinar will conclude with three key takeaways for in-house counsel and a Q&A session. Don't miss this opportunity to understand how these policy shifts will impact your company's operations and strategic planning.

[Find out more here >>](#)

[Register for the free webinar >>](#)

Informa course

CompLaw: Summer School

8 - 12 September
Cambridge, UK | Downing College

Led by top legal experts, this all-inclusive residential 5-day course will provide you with a firm understanding of the core principles of EU and UK competition law and economics, and their practical application.

The speaker lineup includes Bird & Bird competition experts

- [Anne Federle](#), presenting on *Hard Core Cartels & the EU Leniency Programme* and
- [Dr. Saskia King](#), chairing the day on *Merger Control and Presenting as Well as a Case Study* and a session on *Navigating the Competition Process*.

[Find out more here >>](#)

ERA - Academy of European Law

Summer Course on AI, Digital and Information Technology Law in the EU

15 - 19 September | Online

This course provides a thorough introduction to European information technology law and digital law, with a focus on emerging technologies such as AI and Internet of Things, and EU initiatives on access to data in the digital environment.

Partner [Pauline Kuipers](#) will teach a session on 19 September, dedicated to AI in the Digital Single Market, on *DMA, competition law in the IT, AI and in the digital sectors*.

[More information here >>](#)



Conference

LEAR Competition Festival 2025

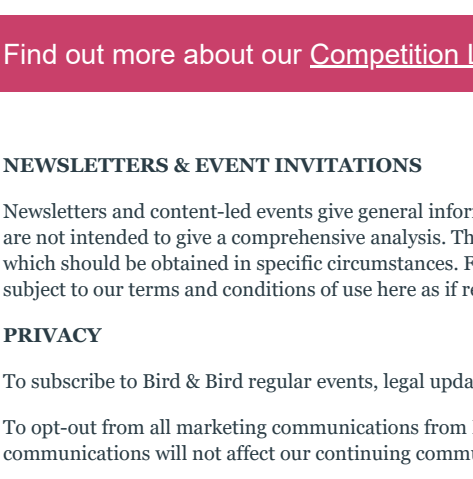
23 - 25 September | Rome, Italy

The LEAR Competition Festival is a prestigious three-day international event in Rome that brings together leading competition law experts, economists, and practitioners to discuss cutting-edge antitrust issues and the crucial role of economics in competition policy.

Our London-based partner [Dr. Saskia King](#) will speak on the panel *Key Red Flags Before You Merge: Avoiding the Gun-Jumping Trap*. Her presentation will address critical compliance challenges facing businesses today, exploring warning signs of potential gun-jumping violations and providing practical guidance for companies navigating pre-merger integration planning.

[More information here >>](#)

Bird & Bird news



Rome-based partner appointed advisor to European Economic and Social Committee

Congratulations to our Rome-based partner [Federico Marini Balestra](#), who has been appointed advisor for the European Economic and Social Committee's work on **Quantum Strategy**. In this role, he will help the EESC define a strong strategy to reinforce Europe's position in this critical sector of the digital economy.

[Visit our Competition & EU Law Insights page](#)

Contacts



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