

CASE STUDY

ABUSE OF DOMINANT POSITION



/// SITUATION ///

A large multinational company had a long-standing procedure before the European Commission concerning competition matters and was not able to find the right approach to meet the Commission's concerns.



Dialogue with the European Commission proved to be difficult due to the technical complexity of the case, and due to sensitive IPR protection issues.



/// OBJECTIVES ///

The client decided it wanted to conduct itself as a good European and adopt a new constructive approach with the European Commission.

/// EXECUTION ///

Kreab assisted the client in a long-standing procedure helping our client to understand the European Commission's concerns, and to convey the right message to the European Commission.



/// RESULT ///

The company proposed commitments to the Commission that were successfully market-tested. European consumers have now the freedom to choose supplier from among several IT companies.



The European Commission adopted a commitment that resolved what it considered to be a serious competition concern in a "key market".