

Partner, London

Antitrust/Competition



T: 44.20.7519.7255
aurora.luoma@skadden.com

Education

Legal Practice Course, BPP University, 2003

G.D.L., BPP University, 2003

B.A., University of Oxford, 2000

Bar Admissions

England & Wales

Aurora Luoma has a broad practice covering key areas of EU and U.K. competition law, including merger control, investigations, state aid and sectoral regulation. She particularly focuses on U.K. merger control.

Ms. Luoma advises clients on merger control aspects of complex global transactions, including transactions requiring notification in the EU, U.K. and other jurisdictions worldwide. She has worked with clients across a range of industries including the energy, oil and gas, financial services and retail sectors. Ms. Luoma also advises clients on investigations before EU and U.K. authorities and general competition compliance issues.

Ms. Luoma is recognised as a “future leader” by *Who’s Who Legal: Competition*.

Her experience since joining Skadden includes advising:

- Konecranes Plc with the global antitrust aspects of its proposed, but terminated, merger with Cargotec Corporation;
- CPI International, Inc., a portfolio company of Odyssey Investment Partners, LLC, in its acquisition of TMD Technologies Ltd;
- Toto Wolff, an Austrian investor, on competition aspects of the extension of his tenure as team boss and chief executive of Mercedes-Benz Grand Prix Ltd., the company operating the Mercedes Formula 1 team; and
- Electronic Arts Inc. on the antitrust aspects of its \$1.2 billion recommended cash offer for Codemasters Group Holdings plc.

Ms. Luoma’s experience prior to joining Skadden included representing:

- Cemex S.A.B. de C.V. on the U.K. merger control aspects of the sale by a subsidiary of certain assets in the U.K. to Breedon Group;
- Daily Mail and General Trust plc on the U.K. merger control and public interest aspects of its acquisition of the *i*, a U.K. national newspaper and website;
- OneSavings Bank plc, a U.K. specialist lending and retail savings group, on the U.K. merger control aspects of its £1.6 billion acquisition of Charter Court Financial Services Group plc;
- John Wood Group plc on the U.K. merger control and foreign investment control aspects of the sale of its nuclear business to Jacobs U.K. Limited;
- Enso plc on the U.K. merger control aspects of its £12 billion acquisition of Rowan plc, combining their offshore oil and gas drilling activities globally and in the North Sea;
- CHC Helicopter on the European merger control and aviation regulation aspects of the restructuring of its European business;
- INEOS on the EU and global merger control aspects of the formation of INOYVN ChlorVinyls Limited, a leading PVC joint venture with Solvay, and several subsequent transactions;
- the U.K. government on several significant projects, including the state aid aspects of the introduction of the state-backed indemnity scheme by the Department of Health and Social Care for the National Health Service’s general practice; and the introduction by the

Department for Business, Energy and Industrial Strategy of the £10 billion Trade Credit Reinsurance Scheme put in place by the U.K. government in response to the COVID-19 pandemic;

- a company in relation to an investigation by the Financial Conduct Authority into a breach of financial conduct rules;
- a company in relation to an investigation by the European Commission into possible anticompetitive behavior in precious metals spot trading; and
- various clients on general compliance matters.

Selected Publications

“EU To Step Up Enforcement Against Foreign State-Backed Companies,” *Skadden, Arps, Slate, Meagher & Flom LLP*, July 2022

“UK and EU National Security and Investment Screening Update: June 2022,” *Skadden, Arps, Slate, Meagher & Flom LLP*, June 2022

“EU and UK Revamp Antitrust Rules on Distribution Arrangements,” *Skadden Insights*, June 2022

“Changes To UK Competition Rules Will Extend CMA Powers,” *Law360*, May 2022

“UK Revamps Antitrust Rules With Broader Jurisdictional Reach, Tougher Penalties and More Flexible Procedure for Merger Control,” *The M&A Lawyer*, May 2022, and *Skadden, Arps, Slate, Meagher & Flom LLP*, April 2022

“CMA Announces Fine for Breaching an Order To Hold Separate an Acquisition Target,” *Skadden, Arps, Slate, Meagher & Flom LLP*, November 2021

“UK Antitrust Shakeup Would Increase Merger Scrutiny, Broaden Investigative Powers and Create New Oversight of Big Tech,” *The M&A Lawyer*, September 2021, and *Skadden, Arps, Slate, Meagher & Flom LLP*, July 2021

“EU Proposes New M&A and Procurement Control Legislation To Combat Foreign Subsidies,” *Skadden, Arps, Slate, Meagher & Flom LLP*, May 2021

“Revised Merger Assessment Guidelines Codify UK Interventionist Approach to Dynamic Markets,” *Skadden, Arps, Slate, Meagher & Flom LLP*, May 2021

“UK Government Provides Greater Clarity on New National Security Screening Rules,” *Skadden, Arps, Slate, Meagher & Flom LLP*, March 2021

“‘Power to the People’: Long-Awaited UK Report Calls for Streamlining and Enhanced Legal Predictability in UK Antitrust Regime,” *Skadden, Arps, Slate, Meagher & Flom LLP*, March 2021

“EU-UK Antitrust Enforcement and Cooperation,” *Skadden, Arps, Slate, Meagher & Flom LLP*, March 2021

“Post-Brexit, a More Demanding UK Merger Review Process,” *Skadden’s 2021 Insights*, January 2021

“*Merricks v Mastercard* – UK Supreme Court Clarifies Low Bar for Class Action Certification,” *Skadden, Arps, Slate, Meagher & Flom LLP*, January 2021

“Antitrust and the EU-UK Trade and Cooperation Agreement,” *Skadden, Arps, Slate, Meagher & Flom LLP*, January 2021

“CMA Proposes New UK Competition Regime for Large Tech Firms,” *Skadden, Arps, Slate, Meagher & Flom LLP*, December 2020