

GCR |
GLOBAL COMPETITION REVIEW

1000

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**A GUIDE TO THE WORLD'S LEADING COMPETITION
LAW AND ECONOMICS PRACTICES**



TURKEY

Turkey's competition bar remains small compared to other jurisdictions, but includes highly skilled firms responding to an increasingly active authority

ELITE

ELIG ATTORNEYS AT LAW is still the first name on most people's lips when it comes to competition advice in Turkey. The team is led by Gönenç Gürkaynak and consists of 45 competition law specialists who devote more than 90% of their time to competition law matters. Gürkaynak has nearly 20 years of competition work under his belt, working at the Brussels, New York and Istanbul offices of White & Case before joining the firm. He is assisted by three partners and one counsel, and uniquely in Turkey, a full-time, in-house competition economist.

With a healthy roster of international clients, ELIG unsurprisingly is involved in some big global mergers. The team advised both oil and gas technology company FMC Technologies and project management company Technip in notifying their US\$13 billion merger to Turkey's Competition Authority, and received clearance in August 2016. The firm also represented General Electric in its

US\$7.4 billion acquisition of Baker Hughes, which the competition authority cleared in February 2017, and Johnson & Johnson in its US\$4.3 billion acquisition of Abbott Medical Optics.

The firm represented Booking.com in a high-profile investigation before the competition authority, whose decision recognised that most-favoured-nation clauses could have potential anticompetitive effects on the online hotel booking market. Booking.com committed to amend the provisions of its agreements, but the authority still imposed a fine on the company. ELIG successfully defended the Turkish subsidiary of Media-Saturn, Europe's leading consumer electronics retailer, in the competition authority's investigation into consumer electronic and computer games makers and sellers for anticompetitive practices. The authority found several of the other companies guilty of resale price maintenance.