

Luisa Affuso

General Overview

Dr Luisa Affuso joined RBB in September 2005 as a Senior Associate in the London office. She has over ten years' consulting experience, and specialises in the application of economics and econometrics to complex merger and antitrust issues.

Following study in Italy and at Warwick University, where she obtained MSc and PhD degrees in economics, Luisa held academic positions at the University of Cambridge and the London Business School.

As well as speaking at conferences and lecturing, Luisa has published articles on a range of competition and regulation issues. She has been nominated one of the world's leading competition economists by the International Who's Who of Competition Lawyers and Economists.

Experience

Luisa has advised on a wide range of competition policy issues in the UK, in Italy, before the European Commission and in other international jurisdictions such as South Africa and Singapore. She has provided economic reports and has given oral evidence, including acting as expert witness in a wide range of cases.

Her experience on merger control proceedings includes major Phase II EU investigations, and mergers in Italy and the UK. Luisa's recent merger cases include Boots/ Alliance UniChem in the pharmaceutical sector, a first phase clearance which was unsuccessfully challenged by a competitor at the Competition Appeal Tribunal; the cinema merger VUE/Ster, in which her review of the Competition Commission's econometric analysis was critical in defining the remedies required to clear the transaction; and the merger of UK television and radio broadcasting transmission providers Arqiva (Macquarie group) and National Grid Wireless. This was one of the largest and most complex mergers in the UK in recent years. Luisa's advice was instrumental from pre-acquisition stage to the successful completion of the merger, which resulted in the final clearance of a merger to monopoly subject to behavioural remedies. Luisa has also been involved in many preliminary investigations, where she has produced analysis to support complex acquisitions.

Luisa has extensive experience on antitrust cases based on Article 101 and Article 102. She has advised on high profile abuse of dominance cases as well as major cartel investigations both by the European Commission and by national authorities. In addition to merger and antitrust cases, Luisa has advised on the assessment of damages in antitrust litigation and on State aid in the banking and financial sector.

Sector Experience

Luisa's consulting experience spans a wide range of sectors including banking and finance, energy, telecommunications and broadcasting, transport, media, retailing, manufacturing, beer, music, oil, gambling, pharmaceuticals, and tobacco.

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