



Gide Loyrette Nouel

International Law Firm



EURO 2012

EURO 2012

Football Championship

Poland / Ukraine

Abu Dhabi
Algiers
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Gide Loyrette Nouel is the only international law firm to have originated in France. Founded in Paris in 1920, the Firm now operates from 24 offices in 19 countries. It has some 700 lawyers, including 107 partners, drawn from 50 different nationalities.

In each of its offices in Europe, Asia, North America, Africa and the Middle East, Gide Loyrette Nouel puts its comprehensive knowledge of local markets, its regional expertise and the resources of an international law firm to the service of its clients.

The Firm is regularly referenced in international league tables, ranking consistently No. 1 in France.

An Exceptional Event

On 18 April 2007, Poland and Ukraine were chosen to host the EURO 2012 European Football Championship. This event will bring about a significant increase in investment in these two countries, including the construction of motorways, stadiums and airports, etc. To prepare for this event, Poland and Ukraine are introducing new legislation: a special law to facilitate investment, founding of sporting institutions, public-private partnerships (PPP), audiovisual regulations, labour law, measures to combat doping, etc.

Sound legal preparations will be fundamental to the success of any EURO 2012 related project.

A Team dedicated to EURO 2012

Gide Loyrette Nouel is one of the few international law firms with a cross-disciplinary Sports Law team and offices in Warsaw and Kyiv. To support all of its clients' projects with regard to EURO 2012, Gide Loyrette Nouel has established a team combining specialists in a number of legal areas: public bids, audiovisual, transport infrastructure and public-private partnerships, trademark law and sponsoring, relationships with sporting institutions, property construction and management, joint ventures and litigation of all kinds.

The team can rely on solid know-how thanks to the involvement of the Firm's lawyers in the China 2008 Olympic Games and the 1998 Football World Cup in France.

European Specialists

The EURO 2012 team includes, in particular, **Robert Jędrzejczyk**, resident partner of the [Warsaw](#) Office and **Karl Hepp de Sevelinges**, resident partner of the [Kyiv](#) Office, who through their recognised Polish and Ukrainian law practices and their unique knowledge of the local public administrations, are able to offer assistance that is particularly well adapted to all EURO 2012-related projects. In [Paris](#), **Bruno Quentin**, partner responsible for co-ordinating the Sports Law team, who has frequently advised sporting federations and figures from the world of sport, completes the team. Also joining this team are lawyers from the [London](#) Office with expertise in financing and specialists in European regulation in the [Brussels](#) Office.

Recent Experience

Assisting sporting institutions and sportsmen and women

- **Organising international competitions:**
 - negotiating and drafting contracts relating to the organisation of international motor racing events and major sailing competitions;
 - assisting an international federation to organise the Womens' World Cup 2007 in China;
 - assisting the organisers of the Danone Nations Cup 2006 in drafting and negotiating partnership contracts with sponsors, licensing agreements, trademark law, etc.
- **Commercial law:** drafting general terms and conditions of sale for the commercialisation of 2007 Rugby World Cup tickets.
- **Tax:**
 - tax planning for federations to optimise revenues from commercial exploitation of sports events;
 - assisting athletes, federations and commercial partners in domestic and international taxation matters.



Recent Experience (Cont.)

Audiovisual Law, Licensing Agreements

- **Broadcasting rights:**
 - drafting licensing agreements for broadcasting rights to sports events;
 - drafting audiovisual contracts for televising sailing competitions;
 - assisting a television channel in pre-litigation negotiations with a telecommunications operator in relation to broadcasting rights for the Roland Garros French Open tennis championships.
- **Merchandising:** negotiation and drafting of merchandising and publishing contracts relating to the centenary celebrations of an international federation.
- **Television:**
 - advising the leading European pay-television company on the establishment and ongoing management of its activities in Ukraine and Poland;
 - advising a major American media group on Ukrainian radiophonic and televisual broadcasting law and the licences required for the launch of a new television channel;
 - advising television channels tendering for the award of digital terrestrial television broadcast licences in France.

Sponsoring, Partnership Agreements and Advertising

- Advising the company organising the 2007 Rugby World Cup on the negotiation and drafting of a partnership agreement with an international beer brand.
- Assisting one of the main internet portals on the negotiation and drafting of a partnership agreement with a famous skipper on the occasion of the *Vendée Globe* yacht race.
- Advising a major environmental services group on the negotiation and drafting of partnership agreements with a famous skipper on the occasion of the IMOCA yacht race.
- Advising one of the principal French banks on the negotiation and drafting of a partnership agreement with the company organising the *Route du Rhum* yacht race.
- Advising various major international beverage brands on issues relating to advertising regulations in Ukraine and in particular on the restrictions concerning alcoholic beverages.
- Advising an international beer brand on the occasion of the 1998 Football World Cup on compliance with French legislation prohibiting advertising of alcoholic drinks.

Intellectual Property

- Advising the company organising the 1998 Football World Cup on intellectual property issues relating to the event's mascot.
- Assisting international and European federations in the protection of their trademarks in China.

Infrastructure and Public-Private Partnerships

- Advising a group of investors bidding for the construction and operation of a section of the A4 motorway between Katowice and Wroclaw (Poland, 180 kms).
- Advising a European construction group on the construction and management of a network of underground car parks in Kyiv.

"Especially strong in PPPs and increasingly active across project financing', this highly respected French firm has enjoyed a thriving year. Clients enthuse about the firm's 'proactive and impressive' work, highlighting its 'good local knowledge and support from Paris' as inspiring real confidence."

*Chambers Global 2009
Projects/Central & Eastern Europe*

Infrastructure and Public-Private Partnerships (Cont.)

- Advising in connection with the financing, construction and management of sporting amenities:
 - legal counsel to the French government in relation to the concession for the *Stade de France* national sports stadium;
 - advising the consortium that was awarded the concession for the Beijing Olympic Stadium for the 2008 Olympic Games;
 - advising the consortium that was awarded the concession for the Grand Stadium in Nice (France);
 - advising a consortium submitting a bid for the public-private partnership concerning the French National Institute of Sport and Physical Education (INSEP);
 - advising Eiffage on its successful bid for the public-private partnership concerning the Grand Stadium in Lille (France);
 - advising Vinci's banks on their successful bid for the concession of the *Stade du Mans* (France);
 - advising a consortium submitting a bid for the public-private partnership concerning the *Stade Vélodrome* in Marseille (France).
- Advising various investors on delegations of public services for the construction of numerous motorway, road and rail infrastructures in France (A65, A63, A88, Canal Seine Nord Europe, CDG Express rail line, etc.).
- Advising governments and private consortiums on public-private partnerships for the construction and management, or privatisation, of airport terminals and airports in Tunisia, Saudi Arabia, Bulgaria, Albania, Thailand, Russia, China, Hungary, Greece, etc.

Construction and Real Estate

- Advising in Ukraine and Poland on various real estate and tourism projects:
 - advising a European hotel group on the acquisition of land and construction of several hotels in Warsaw, Krakow, Lodz, Poznan, Szczecin and Zabrze;
 - advising a foreign company on the purchase of a Ukrainian company with a view to acquiring its real estate assets;
 - advising a European construction group on the construction of a luxury hotel in Warsaw and the acquisition of two buildings in the centre of the capital with a view to developing office space;
 - advising a European construction group on the construction and management of a building of 55,000 sq. m. in Ukraine;
 - advising one of the leading residential and office construction companies on the acquisition and development of a plot of land situated in the heart of Warsaw with a view to constructing a luxury residential complex.

Poland

Gide Loyrette Nouel
Metropolitan, Pl. Piłsudskiego 1
00-078 Warsaw
Tel. +48 (0)22 344 00 00
Fax +48 (0)22 344 00 01

Contact

Robert Jędrzejczyk
jedrzejczyk@gide.com

Ukraine

Gide Loyrette Nouel
56 A, Bohdana Khmelnytskoho Street
Kyiv 01030
Tel. +380 44 206 0980
Fax +380 44 206 0981

Contact

Karl Hepp de Sevelinges
hds@gide.com

France

Gide Loyrette Nouel A.A.R.P.I.
26, cours Albert 1er
75008 Paris
Tel. +33 (0)1 40 75 60 00
Fax +33 (0)1 43 59 37 79

Contacts

Bruno Quentin
quentin@gide.com
sport@gide.com

Bertrand Oldra
oldra@gide.com

For further information:
www.gide.com





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2010

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Contacts

In Poland



■ **Robert Jędrzejczyk**
Partner
Projects (Finance & Infrastructure)
Tel. +48 (0)22 344 00 69
jedrzejczyk@gide.com



■ **Paweł Grześkowiak**
Partner
Banking & Finance
Tel. +48 (0)22 344 00 66
grzeskowiak@gide.com

In Ukraine



■ **Karl Hepp de Sevelinges**
Partner
International Investments
Tel. +380 44 206 0980
hds@gide.com



■ **Anastasiya Lemysh**
Senior Associate
IP/Dispute Resolution
Tel. +380 44 206 0980
lemysh@gide.com



■ **Tetyana Bessarab**
Senior Associate
Real Estate
Tel. +380 44 206 0980
bessarab@gide.com

European Specialists



■ **Bruno Quentin (Paris)**
Partner
Sports Law/Dispute Resolution
Tel. +33 (0)1 40 75 36 70
quentin@gide.com



■ **Nicholas Tse (London)**
Partner
Dispute Resolution
Tel. +44 (0)20 7382 5590
tse@gide.com



■ **Bertrand Oldra (Paris)**
Partner
Real Estate
Tel. +33 (0)1 40 75 36 55
oldra@gide.com



■ **Olga Revzina (St. Petersburg)**
Partner
Projects (Finance & Infrastructure)
Tel. +7 812 303 6900
revzina@gide.com

- Abu Dhabi
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Poland

Gide Loyrette Nouel
Metropolitan, Pl. Piłsudskiego 1
00-078 Warsaw
Tel. +48 (0)22 344 00 00
Fax +48 (0)22 344 00 01

Ukraine

Gide Loyrette Nouel
56 A, Bohdana Khmelnytskoho Street
Kyiv 01030
Tel. +380 44 206 0980
Fax +380 44 206 0981

France

Gide Loyrette Nouel A.A.R.P.I.
26, cours Albert 1er
75008 Paris
Tel. +33 (0)1 40 75 60 00
Fax +33 (0)1 43 59 37 79

Belgium

Gide Loyrette Nouel A.A.R.P.I.
View Building, Rue de l'Industrie, 26-38
1040 Brussels
Tel. +32 (0)2 231 11 40
Fax +32 (0)2 231 11 77

UK

Gide Loyrette Nouel LLP
125 Old Broad Street
London EC2N 1AR
Tel. +44 (0)20 7382 5500
Fax +44 (0)20 7382 5501



■ **Olivier Cousi (Paris)**
Partner
IP-TMT
Tel. +33 (0)1 40 75 61 73
cousi@gide.com



■ **John D. Crothers (Paris)**
Partner
Projects (Finance & Infrastructure)
Tel. +33 (0)1 40 75 29 24
crothers@gide.com



■ **Laurent Deruy (Paris)**
Partner
Public Law/Environment
Tel. +33 (0)1 40 75 36 38
deruy@gide.com



■ **Thomas Courtel (Paris)**
Partner
Projects (Finance & Infrastructure)
Tel. +33 (0)1 40 75 36 18
courtel@gide.com



■ **Olivier Prost (Brussels)**
Partner
Competition/International Trade
Tel. +32 (0)2 231 1140
prost@gide.com



■ **Stéphane Hautbourg (Brussels)**
Partner
Competition/International Trade
Tel. +32 (0)2 231 1140
hautbourg@gide.com



■ **Philippe Rames (Paris)**
Partner
Insurance
Tel. +33 (0)1 40 75 36 30
rames@gide.com



■ **Richard Ghuelldre (Paris)**
Partner
Insurance
Tel. +33 (0)1 40 75 22 55
ghuelldre@gide.com

For further information:
www.gide.com



Gide Loyrette Nouel