



# Euro 2012 Football Championships – Poland/Ukraine

2008

## Gide Loyrette Nouel rallies its forces

### An exceptional event

On 18 April 2007, Poland and Ukraine were chosen to host the Euro 2012 European Football Championships. This event will bring about a significant increase in investment in these two countries: construction of hundreds of kilometres 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' Euro 2012 related projects, 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 involvement of the Firm's lawyers in the China 2008 Olympic Games and the 1998 Football World Cup in France, in particular, means the team can rely on well-established know-how.

### European specialists

The Euro 2012 team includes, in particular, Robert Jędrzejczyk and Bertrand Oldra, resident partners 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 particularly well-adapted to all Euro 2012 related projects. In **Paris**, Bruno Quentin, partner responsible for coordinating the Sports Law team, who has acted on many occasions in this area as adviser to 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.

Algiers

Beijing

Belgrade

**Brussels**

Bucharest

Budapest

Casablanca

Hanoi

Ho Chi Minh City

Hong Kong

Istanbul

**Kyiv**

**London**

**Moscow**

New York

**Paris**

Prague

Riyadh

Shanghai

Tunis

**Warsaw**



Gide Loyrette Nouel



## Members of the Euro 2012 team

### In Poland

Robert Jędrzejczyk

Warsaw



Partner, Robert devotes most of his professional practice to transactions involving foreign investment in Poland. He works in particular on privatisations and M&A transactions. He also has longstanding experience in the legal aspects of the creation and operation of public and industrial infrastructure in Poland. Robert speaks Polish, Russian, English and French.

Bertrand Oldra

Warsaw



Partner, member of the International Real Estate Practice Group, former student of ESSEC, Bertrand advises predominantly on real estate matters (local and cross-border acquisitions, property development and restructuring). His dual status as attorney at the Paris Bar and authorised foreign lawyer at the Warsaw Bar have led to him advising frequently on transnational matters between these two countries. Bertrand speaks French, English, German and Polish.

Paweł Grześkowiak

Warsaw



Partner, member of the International Capital Markets and Derivatives Practice Group, Paweł advises mainly on issues relating to banking and finance law and M&A transactions. He has also advised clients on investment projects in the infrastructure and securitisation sectors. Paweł speaks Polish, English and French.

Piotr Łupiński

Warsaw



Piotr specialises in competition law and intellectual property, particularly in relation to foreign investment in Poland and unfair competition. He regularly advises on matters relating to trademarks, royalties, intellectual property of licencing agreements, sales and distribution matters, comparative advertising and untruthful advertising. He also has wide experience of litigation in relation to protection of intellectual property rights and unfair competition. Piotr speaks Polish, English, French and Russian.

### In Ukraine

Karl Hepp de Sevelinges

Kyiv



Partner in charge of the Kyiv Office, Karl specialises in international investments. After working for the Privatisation Ministry in Germany (*Treuhandanstalt*), and a business law firm in Berlin, he worked for 8 years in the Firm's Economic and European Law department in Paris. Karl is Franco-German and speaks fluent English.

Anastasiya Lemysh

Kyiv



Anastasiya specialises in trademarks, copyright, corporate law and international commercial arbitration. Before joining the Kyiv Office, she acquired experience in the intellectual property field with one of the world leaders in the food industry. She was involved in management of the company's trademarks and patent designs portfolio, negotiation and drafting of various kinds of agreements and trademark filing strategies, the settlement of domain name and copyright disputes and other IP rights infringement cases. Anastasiya speaks Russian, Ukrainian, English, French, Italian and German.



**Tetyana Bessarab**

**Kyiv**



Tetyana specialises in real estate acquisitions and investments, construction and development, public-private partnerships, contract law and secured lending. In particular she provided legal support for residential, commercial and industrial real property development projects; advised on purchase, sale, financing, leasing, and management of real estate. She regularly represents major developers and general contractors in construction contracts and complex design-build arrangements. Tetyana speaks English, Russian, Ukrainian and Polish.

## European specialists

**Bruno Quentin**

**Paris**



Partner, head of the cross-disciplinary Sports Law team, former student of ESSEC, Bruno practises mainly in the area of commercial and criminal litigation. In parallel he has also developed a practice in sports law both in advisory and in litigation matters. In particular, he has advised on football club sales and restructurings, and arranging contractual relations between sports personalities and professional clubs and their sponsors. He has pleaded in cases involving figures from the sports world, both before the general law courts (civil, commercial and criminal courts) and before the more specific bodies in relation to, for example, anti-doping matters. Bruno speaks French and English.

**Victor Topadze**

**Moscow**



Partner, member of the International M&A Practice Group, Victor specialises in company law, M&A and competition law: foreign investment structuring, advising foreign investors on the formation and acquisition of companies, corporate management, compliance with Russian antitrust laws, advising in relation to anti-competitive practices. Victor speaks Russian, English, French and Spanish.

**Marc Peltier**

**Paris**



Admitted to the Paris Bar, Marc works in the Firm's cross-disciplinary Sports Law team. In particular, he advises sports personalities, clubs and sporting institutions on matters concerning the relations between them and also acts for figures from the sports world before the law courts and other sports jurisdictions. He recently advised a large international group on the reorganisation and restructuring of its sports sponsorship activities. A doctor in law and associate professor, he teaches sports and business law in particular. He is the author of a number of sports law publications. Marc speaks French and English.

**Nicholas Tse**

**London**



A partner in the London Office, barrister admitted to the Bar of England and Wales, also admitted to the Paris Bar, Nicholas practises mainly in the areas of international litigation and arbitration. A lawyer advocate, he specialises in multi-jurisdictional commercial litigation, arbitration and alternative dispute resolution procedures. He is a member of the Chartered Institute of Arbitrators, London Court of International Arbitration and has trained as a mediator. Nicholas speaks English and French.

**Olga Revzina**

**Moscow**



Partner, admitted to the Saint-Petersburg and Paris Bars, member of the Public-Private Partnerships (PPP) Group, Olga specialises in project financing and in particular advising investors in PPP infrastructure projects. She has advised concession companies, operators and consortia in making bids, as well as international financial institutions in relation to various major projects, in particular public services and energy and transport infrastructure. Olga speaks Russian, English and French.



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**Olivier Cousi****Paris**

Partner, head of the International IP/Technology Practice Group, Olivier advises in the media, audiovisual communication and telecommunications sectors. By his experience in these areas he has gained the reputation of an expert amongst the international authorities and institutions. He acts as adviser to major world communications groups and governments and assists companies wishing to set up networks or offer services. Olivier and his team also advise telecommunications operators in relation to on-line services and Internet access-provider and data exchange services. Olivier speaks French and English.

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**Charles-Edouard Renault****Paris**

Admitted to the Paris Bar, Charles-Edouard specialises in audiovisual law and media law, copyright & entertainment law. He has great experience in assisting French and foreign broadcasters in the development of new broadcasting networks (HDTV, cell TV, VOD) and in the implementation of advertising regulations. He also assists various European companies in sponsorship operations (yacht races, football academy). Charles Edouard speaks French and English.

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**Laurent Deruy****Paris**

Partner, head of the Public Law Department in Paris, Laurent advises private clients and institutional bodies in France and abroad on public contracts, public finance, public-private partnerships. He advises on major international restructuring transactions and handles disputes in the following areas: environmental due diligence, environmental and nuclear litigation involving administrative, civil and criminal law. Laurent acted notably as legal advisor to the State in disputes relating to the concession for the construction and operation of the Stade de France, and he was a member of the working group formed by the Prime Minister for the development of public-private partnerships. Laurent speaks French and English.

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**David Desforges****Paris**

Partner, head of the International Environment & Government Affairs Practice Group, David has recognised experience in environmental law, in particular administrative and regulatory constraints imposed upon industrial and commercial operations for environmental protection purposes: risk management, sustainable development, CO<sub>2</sub> emission allowances, etc. David speaks French and English.

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**John D. Crothers****Paris**

Partner, John specialises in the international projects and has extensive experience in project finance/PPP, banking and privatisation in both the developing and developed world. He has advised international financial institutions, concession companies, operators, contractors and bidding consortia in infrastructure projects ranging from toll roads to IPPs, water treatment facilities and telecommunications. He regularly advises national governments, local authorities and other authorities granting concessions in setting up public-private partnerships and in drafting laws on concessions and sector legislation. His main regions of practice are Eastern Europe and Russia, Africa and the Middle East. John speaks English and French.

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**Thomas Courtel****Paris**

Partner, member of the PPP Group, Thomas specialises in all forms of public-private partnerships: complex public procurement contracts, public service concessions and delegations, partnership agreements, public sector real estate transactions and financing. His main activity is the contractual structuring of projects. Thomas speaks French, English and Spanish.



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**Olivier Prost****Brussels**

Partner, admitted to the Paris and Brussels Bars, Olivier mainly handles cases to do with international trade, especially trade defence proceedings (antidumping, subsidy and countervailing measures and safeguards), and the most recent aspects of WTO regulations (discriminatory, restrictive and anti-competitive practices, free movement of goods, services and investment). Olivier speaks French and English.

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**Stéphane Hautbourg****Brussels**

Partner, admitted to the Paris and Brussels Bars, Stéphane has a strong experience of advising companies and public institutions on EC, French and Belgian competition law across a broad range of industries, including telecoms and new technologies, media, banks or beverages. A significant proportion of his work involves advising on merger control. Apart from mergers, he advises on a wide variety of issues, including horizontal agreements (production, R&D, purchasing or commercialisation agreements between competitors), vertical agreements or state aid grants. Stéphane speaks French and English.

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**Philippe Rames****Paris**

Partner, admitted to the Paris Bar, co-head of the Insurance & Industrial Risks Practice Group, Philippe advises and assists French and foreign clients (insurers, reinsurers, brokers and banks, financial institutions) with a wide variety of matters involving industrial risks, maritime, air and insurance law. In the field of insurance law, he is frequently instructed in cases involving various forms of corporate and real property acquisitions, undertaking due diligence work on risks and existing insurance coverage. He also advises companies, brokers and insurers on the sale of insurance products and in setting up various forms of insurance policies. Philippe speaks French, English and Spanish.

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**Richard Ghueldre****Paris**

Partner, admitted to the Paris Bar, co-head of the Insurance & Industrial Risks Practice Group, Richard specialises in national and EU insurance law as well as in liability law and industrial risks. He advises numerous traditional insurance actors (insurance companies, reinsurance companies, insurance intermediaries, representative organisations and public authorities), as well as banking and financial operators, industrial groups or service providers dealing with insurance. His assistance is regularly requested in the matter of establishment, acquisition, restructuring or portfolio transfer along with the design and analysis of insurance product and distribution schemes for insurance products in France and at an international level. He has also developed expertise in the matter of settlement (pre-litigation and litigation) and the management of accident particularly in the matter of industrial risks. Richard speaks French, English and Spanish.





## Our 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, licencing 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.

### Audiovisual law, licencing agreements

- **Broadcasting rights:**
  - drafting licencing 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 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 on 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.
- **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 in relation to 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 in its successful bid for the public-private partnership concerning the Grand Stadium in Lille (France);
  - advising Vinci's banks in their successful bid for the concession of the Stade du Mans (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 consortia 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...

## 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.





Gide Loyrette Nouel

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