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**Education**

* Georgetown University (LL.M. 2002); University of Louvain (Master of economic law 1999); University of Leuven (J.D. 1998)

Serge Clerckx has extensive experience in EU competition law and government regulation, particularly in the aerospace, consumer goods, technology, and ITC sectors.

His competition practice covers both merger control and antitrust. Serge has led several recent merger cases for P&G, including the $12.5 billion sale of its beauty business (including Hugo Boss, Gucci, Max Factor, Wella) to Coty; its acquisition of Sara Lee's air care business; and the sales of its European pet care business to Spectrum Brands, its global pet care business to Mars, its Pringles business to Kellogg, and its bleach business. He also led NextiraOne's acquisition by Dimension Data, Goodrich's merger with UTC, and TI's acquisition of National Semiconductors. His antitrust practice includes complex investigations and private enforcement litigation, including a €500 million damage claim for abuse of dominant position.

Serge's government regulatory work involves representation of clients in IT, communications, and other regulated industries at the international, EU, and national levels, including the representation of the GSM Association before the European Court of Justice in Case C-58/08 on the legal basis of the regulation of international roaming prices.

Other representative clients include The Carlyle Group, General Motors, Knauf Insulation, KPN Group Belgium, Socar Trading, UPM, and The World Bank.

Serge regularly speaks at conferences and frequently publishes on competition law and government regulation. He is a guest lecturer at Sciences Po, Paris. He won the 2012 Writing Award for Best Business Unilateral Conduct article from the Institute of Competition Law. He is recognized as a leading practitioner by *Chambers* and *Legal 500*.

**Experience**

[Procter & Gamble sells European pet care business to Spectrum Brands](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=31176)
Jones Day advised The Procter & Gamble Company in the sale of its European pet care business, including its IAMS® and EUKANUBA® brands, to Spectrum Brands Holdings, Inc.

[Procter & Gamble sells global (excluding most of Europe) pet care business to Mars for $2.9 billion](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=30646)
Jones Day advised The Procter & Gamble Company in the $2.9 billion sale of its global (excluding most of Europe) pet care business, including its IAMS®, EUKANUBA®, and NATURA® brands, to Mars, Inc.

[Goodrich merges with industrial conglomerate United Technologies for $18.4 billion](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=27463)
Jones Day advised Goodrich Corporation in its $18.4 billion merger with United Technologies Corp., marking a major milestone for the company and strengthening its position in the commercial aerospace industry.

[Procter & Gamble sells bleach businesses](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=30530)
Jones Day advised The Procter & Gamble Company ("P&G") in the sale of its central European, eastern European, and middle eastern bleach businesses.

[NextiraOne sells 16 European companies to Dimension Data Group](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=30428)
Jones Day represented NextiraOne Europe B.V., a pan-European telecommunications services and hardware/software provider (the ex-Alcatel e-Business division), in connection with the divestiture of 16 of its subsidiaries in 13 countries throughout Europe to the Dimension Data Group, an affiliate of NTT.

[Procter & Gamble sells bleach and cleaning products business in Western Europe to Fater](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=29091)
Jones Day advised The Procter & Gamble Company in the sale of its bleach products business, and a portion of its hard surface cleaning products business, in Western Europe to Fater S.p.A., a joint venture of Tenimenti Angelini Sp.A. and P&G.

[Procter & Gamble buys out Agrolimen Group joint venture for $1.1 billion; takes over household product company Arbora & Ausonia](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=28893)
Jones Day advised The Procter & Gamble Company in buying out the rest of its joint venture with Agrolimen Group in the Spanish joint venture, Arbora & Ausonia, for $1.1 billion.

[Procter & Gamble sells perpetual licensing of Braun brand for use in household small appliances to De'Longhi](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=28303)
Jones Day advised The Procter & Gamble Company in the sale of its household appliances business conducted under the "Braun" trademark to De'Longhi, S.p.A. for a total consideration of €140 million ($183.7 million) and an earnout opportunity of an additional €74 million ($97 million).

[Procter & Gamble sells Pringles snacks business to Kellogg for $2.7 billion](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=28020)
Jones Day advised The Procter & Gamble Company in the sale of its Pringles snacks business to The Kellogg Company in a $2.7 billion all-cash transaction.

[Platinum Equity sells Belgian fibreglass company 3B for $365 million](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=27977)
Jones Day advised Platinum Equity LLC in the €275 million ($365 million) sale of its fibreglass business in Belgium, Luxembourg, Norway and Tunisia (known as "3B - The Fibreglass Company") to Binani Industries, an Indian conglomerate which is part of the Braj Binani Group.

[Texas Instruments makes $6.5 billion acquisition of analog device and subsystems specialist National Semiconductor](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=26857)
Jones Day advised Texas Instruments Incorporated, a global analog and digital semiconductor IC design and manufacturing company, in connection with its $6.5 billion acquisition and related financing of National Semiconductor Corporation, a semiconductor manufacturer that specializes in analog devices and subsystems.

[Procter & Gamble and Teva Pharmaceutical form consumer health care partnership](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=26836)
Jones Day advised The Procter & Gamble Company in its agreement with Teva Pharmaceutical Industries to create a partnership in consumer health care by bringing together both companies' existing over the counter medicines and complementary capabilities to accelerate growth.

[Procter & Gamble acquired Ambi Pur, the air care business of Sara Lee, for $470 million](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=24946)
Jones Day advised The Procter & Gamble Co. ("P&G") in its purchase of Sara Lee's Ambi Pur Business for EU 320 million ($470 million).

[BASE obtains favorable decision in claim against Belgacom Mobile for abuse of dominant position](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=15946)
On behalf of Dutch-based telecommunications operator KPN and its subsidiary BASE, Jones Day challenged abuses by Belgacom Group of its dominant position, which had radically distorted the competitive environment in the Belgian telecommunications market.

[Procter & Gamble sells European tissue and towel business](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=14828)
Jones Day advised The Procter & Gamble Company in the €512 million (US$672 million) sale of its European tissue and towel business to Svenska Cellulosa AB.

[Procter & Gamble secures regulatory approvals worldwide for Gillette acquisition](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=16661)
Jones Day served as U.S., EU, and worldwide coordinating antitrust counsel for Procter & Gamble in connection with the antitrust aspects of its $57 billion acquisition of The Gillette Company, P&G's largest and most important deal ever.

[BASE pursues litigation to annul license agreement for cell phone coverage in Brussels Region tunnels](http://www.jonesday.com/experiencepractices/ExperienceDetail.aspx?experienceid=15836)
Jones Day represented BASE N.V., the third-largest mobile telecommunications operator in Belgium, in an action before the Brussels Civil Court and obtained the annulment of a license agreement relating to cell phone coverage in the tunnels of the Brussels Region, plus the refund of the license and annual rental fees.

**Publications**

* **March 2016**
[Antitrust Alert: Belgium Introduces New Leniency Guidelines on Competition Law Prosecutions](http://www.jonesday.com/Antitrust-Alert-Belgium-Introduces-New-Leniency-Guidelines-on-Competition-Law-Prosecutions-03-28-2016)
* **July 2014**
[Antitrust Alert: EU Commission Adopts Revised Safe Harbor Rules for Minor Agreements and Provides Guidance on "By Object" Restrictions of Competition](http://www.jonesday.com/Antitrust-Alert-EU-Commission-adopts-revised-safe-harbor-rules-for-minor-agreements-and-provides-guidance-on-by-object-restrictions-of-competition-07-03-2014)
* **December 2013**
[Antitrust Alert: European Commission’s "Simplified" Merger Control Notification Procedures to Be Effective in 2014](http://www.jonesday.com/Antitrust-Alert--European-Commissions-Simplified-Merger-Control-Notification-Procedures-to-Be-Effective-in-2014-12-13-2013)
* **June 2013**
[Antitrust Alert: European Commission Targets Non-Controlling Minority Shareholdings and Case Referrals in New Consultation on Modifying EU Merger Regulation](http://www.jonesday.com/Antitrust-Alert--European-Commission-Targets-Non-Controlling-Minority-Shareholdings-and-Case-Referrals-in-New-Consultation-on-Modifying-EU-Merger-Regulation)
* **June 2013**
[Antitrust Alert: EU Commission Proposes New Measures to Foster Damages Litigation](http://www.jonesday.com/Antitrust-Alert--EU-Commission-Proposes-New-Measures-to-Foster-Damages-Litigation-06-20-2013)
* **May 2013**
[Antitrust Alert: European Commission Consults on Proposals to Modify Merger Control Notification Procedures](http://www.jonesday.com/Antitrust-Alert--European-Commission-Consults-on-Proposals-to-Modify-Merger-Control-Notification-Procedures-05-24-2013)
* **May 2013**
[Antitrust Alert: Belgium Enacts New Competition Law](http://www.jonesday.com/Antitrust-Alert--Belgium-Enacts-New-Competition-Law-05-01-2013)
* **April 2013**
[Antitrust Alert: EU General Court Reverses European Commission in CISAC Music Rights Case](http://www.jonesday.com/Antitrust-Alert--EU-General-Court-Reverses-European-Commission-in-CISAC-Music-Rights-Case-04-18-2013)
* **April 2013**
The Belgian Parliament enacts a new competition law,*e-Competitions*, n°51813
* **November 2012**
Prenotification under the EU Merger Regulation, Concurrences N° 4-2012, n°49237
* **February 2012**
[Antitrust Alert: U.S. Department of Justice and European Commission Close Antitrust Investigations Into High-Profile Patent Acquisitions](http://www.jonesday.com/US-Department-of-Justice-and-European-Commission-Close-Antitrust-Investigations-Into-High-Profile-Patent-Acquisitions-02-23-2012)
* **Winter 2011**
[Price Squeeze: The Implications of the CJ Judgments in Deutsche Telekom and TeliaSonera, Unilateral Conduct Committee, ABA Section of Antitrust Law - PDF Only](http://www.jonesday.com/files/Publication/3c4b52c2-8a6e-42ce-8a21-0e533d65198e/Presentation/PublicationAttachment/51a5ad43-d313-493c-8959-0fe5b561a079/1362944.pdf) 
* **March 2011**
[Antitrust Alert: EU Court Restricts Member State Freedom to Impose "Must Carry" Obligations on Network Operators](http://www.jonesday.com/Antitrust-Alert--EU-Court-Restricts-Member-State-Freedom-to-Impose-Must-Carry-Obligations-on-Network-Operators-03-21-2011)
* **February 2011**
[Antitrust Alert: EU Court of Justice Provides Guidance on Abusive Margin Squeezes](http://www.jonesday.com/Antitrust-Alert--EU-Court-of-Justice-Provides-Guidance-on-Abusive-Margin-Squeezes-02-23-2011)
* **October 2010**
[Antitrust Alert: ECJ Affirms Judgment Against Deutsche Telecom in Margin Squeeze Case](http://www.jonesday.com/Antitrust-Alert--ECJ-Affirms-Judgment-Against-Deutsche-Telecom-in-Margin-Squeeze-Case-10-20-2010)
* **August 2010**
[EU court of Justice Affirms Retail Price Regulation, *Icarus, The Newsletter of the ABA Antitrust Section*](http://www.jonesday.com/files/Publication/c494e64f-32a6-411c-aea1-5b5817d65d7d/Presentation/PublicationAttachment/a69677b4-c9fa-4316-87a3-5ddee972d19f/Article%20Serge%20Clerckx%202010.PDF) 
* **April 2010**
[Antitrust Alert: ECJ Advocate General Seeks to Affirm Judgment in Margin Squeeze Case](http://www.jonesday.com/Antitrust-Alert--ECJ-Advocate-General-Seeks-to-Affirm-Judgment-in-Margin-Squeeze-Case-04-27-2010)
* **April 2009**
Price Squeeze Abuse in the EU Telecommunications Sector: A Reasonably or Equally Efficient Test?, *GCP Magazine*

**Speaking Engagements**

* **October 15, 2014**
Competition Law Challenges in the Retail Sector, IBC Legal Conference Brussles, Belgium
* **October 9, 2013**
Competition Law Challenges in the Retail Sector, IBC Legal Conference Brussels, Belgium
* **September 24, 2013**
A New Belgian Competition Authority: What Impact for my Company? Brussels, Belgium
* **December 14, 2011**
[Recent Legal Developments in China](http://www.jonesday.com/Recent-Legal-Developments-in-China-12-14-2011) Brussels, Belgium
* **April 28, 2011**
EU Private Damage Claims: Growing Pains and Opportunities, ABA Antitrust Section teleseminar Webinar
* Guest lecturer at Sciences Po Paris, France