

# Vitaly Pruzhansky

Partner, Brussels

Dr Vitaly Pruzhansky is a Partner in RBB's Brussels office. He has over 15 years of consulting experience, spanning a wide range of competition policy matters.

Vitaly has worked on mergers and acquisitions raising both horizontal and vertical issues and advised companies under the European Articles 101 and 102 provisions, as well as their national analogues. His clients come from a broad range of sectors, including banking and insurance, chemicals, consumer electronics, energy, FMCG, industrial consumables, metals and mining, telecommunications and media, military equipment, pharmaceuticals and medical devices, software and transport.

Vitaly is a frequent speaker at competition law conferences in Eastern Europe and has delivered a number of training seminars on the application of empirical techniques and economics of competition law to the national competition authorities in Belgium, Czech Republic, Bulgaria, Kazakhstan, Romania, Ukraine and several MENA countries.

Vitaly is listed in the Competition Economists chapter of Who's Who Legal: Consulting Experts. He has published articles on competition policy and economic theory in the European Journal of Law and Economics, Journal of Competition Law and Economics, International Journal of Game Theory, Theory and Decision.

Vitaly holds a PhD in Economics. Prior to joining RBB Economics, he worked for the leading international management consulting firm McKinsey & Company, where he advised major corporate clients on a variety of strategic issues including market entry, product positioning and regulation.



## Recent Case Experience

Media and broadcasting  
Merger, Lithuania

Wholesale distribution of pharmaceuticals  
Merger, Slovenia

Wholesale distribution of electrical equipment  
Merger, Poland

A leading online real-estate portal  
Alleged exploitive abuse, Estonia

A leading rail freight and logistics company  
Alleged exclusionary abuse and rebates, Latvia

A provider of aviation insurance  
Alleged restriction of competition and market sharing, Romania

A group of international banks  
Alleged anti-competitive information sharing, Hungary

Novo-Nordisk  
Vertical agreement and distribution, Ukraine

## Brussels

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