

# Aïda Diallo

Senior Associate, Paris



## Recent Case Experience

Alphabet (Google)  
Various matters in ad tech, France

Wolseley/Kooltech  
Merger, UK

Vivendi/Lagardère  
Merger, EU

Veolia/Suez  
Merger, EU and multi-jurisdiction

Aïda is a Senior Associate based in RBB's Paris office. She joined RBB in Brussels in 2021, before relocating.

She has advised clients on several high-profile mergers before the European Commission, the French Competition Authority and the CMA. Her experience also includes follow-on damage estimations in several jurisdictions.

Prior to joining RBB, Aïda completed her master's from Paris School of Economics and worked in consulting and competition economics.

Since joining RBB, Aïda has advised clients in relation to mergers raising horizontal and conglomerate concerns, including Phase II investigations. She also has experience in alleged information exchange and follow-on damage claims.

Aïda has worked on cases before the European Commission and before national competition authorities such as France, Turkey and the UK.

Her sectorial experience includes hazardous waste treatment, retail, consumer good manufacturing, air conditioning and refrigeration distribution, publishing and ad tech.

Aïda holds a master's in economics from Paris School of Economics, with a focus on industrial organisation and competition economics.

A French national, she is fluent in French and English.

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