

SHAI BAKAL

Partner, Executive Member

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EXPERTISE

Competition/Antitrust

BIO

Shai Bakal leads the Competition/Antitrust Department at Arnon, Tadmor-Levy. With a deep specialization in all areas of law and regulation related to competition, he provides ongoing advice and representation to leading domestic and international corporations in this field, including competitively sensitive mergers, joint ventures, global agreements, price regulation, internal compliance programs, and civil and administrative competition law based litigation.

With extensive experience, Shai has expertise in advising different sectors of the Israeli economy, especially in food, energy, aviation, pharmaceuticals, retail, and banking. He has designed and implemented compliance programs for major Israeli companies and several international corporations. Additionally, he has advised leading suppliers and retailers in Israel regarding the Food Law and top conglomerates concerning the Law for Promotion of Competition and Reduction of Concentration.

Shai has successfully represented clients in complex competition law litigation before the Competition Tribunal and in civil litigation, including class actions and appeals to the Supreme Court of Israel. He has also represented clients before various Israeli regulators and in administrative petitions to the Israeli Supreme Court.

Recognized internationally, Shai has been lauded in rankings such as [The Legal 500](#), [Who's Who Legal](#), and [Chambers Global](#), in which he has been described as "highly knowledgeable and an excellent negotiator" and as someone with "a unique ability to analyze complex business issues creatively with a distinct legal and commercial understanding".

Between 2002 and 2007, before joining the firm, Shai worked as a lawyer in the legal department of the Israel Competition Authority. There, he was responsible for areas such as food, retail, and intellectual property. He was later appointed as the head of the merger team at the Competition Authority, participating in the International Competition Network (ICN) subgroup for merger investigation techniques. During his tenure, he was involved in drafting several key policy documents, including the Commissioner's Guidelines, and the Commissioner's Position on Business Agreements between Suppliers and Retail Chains.

Shai has lectured at Tel Aviv University in the area of antitrust, including a course on the interface between IP, innovation, and antitrust.

EXPERIENCE HIGHLIGHTS

Represented a renowned international platform in proceedings to formalize an

CHAMBERS GLOBAL

"Shai Bakal is an expert in competition law. His advice on the issues he handles is of an extremely high standard. He is a top-class lawyer in his field."

"Shai is an outstanding lawyer, wise, calm under pressure, highly competent and creative, a true champion."

Education

2007 Tel Aviv University | LL.M. (magna cum laude)

2001 The Hebrew University of Jerusalem | LL.B. (magna cum laude)

Admission

2002 Israel

arrangement with the Competition Authority regarding the presentation of businesses on the platform.

Represented a well-known international company in proceedings to approve a class action concerning a global agreement made outside of Israel, affecting the Israeli market.

Represented a renowned international platform in proceedings to approve a class action regarding agreements between the platform and businesses.

Represented a recognized consumer products company in proceedings to approve a class action concerning intervention in parallel imports and unfair pricing. The lawsuit was dismissed.

Represented a known company in the main trade sector in extended proceedings for the approval of a commercial center purchase. The merger was approved after thorough examination.

Represented a prominent food company in extended proceedings for the approval of a vertical merger. The merger was approved after thorough examination.

Represented a pharmaceutical company in proceedings to formalize a settlement with the Competition Authority, significantly reducing the fines imposed on the company and its officials.

RECOGNITION

