

Reff & Associates provided legal assistance to Orbico Group in the acquisition of Interbrands Marketing & Distribution

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Reff & Associates, member of the Deloitte Legal global network, in cooperation with Deloitte Legal Poland, provided legal assistance to Orbico Group, one of the largest distributors of consumer goods in Central and Eastern Europe, in the acquisition of Interbrands Marketing & Distribution, a leading Romanian FMCG company.

The transaction, which is part of a wider international deal in which Orbico Group will take control of Interbrands' business in several countries, is subject to regulatory approvals. Following this acquisition, Orbico Group will become the largest distribution company in Romania.

The **Reff & Associates** team handled in-depth legal due diligence of Interbrands Marketing & Distribution and reviewed the transaction documentation from a Romanian law perspective. The attorneys also assisted with respect to the competition law implications triggered by the acquisition of the majority of the shares in Interbrands Marketing & Distribution and the merger control procedure conducted in front of the Romanian Competition Council.

The team was coordinated by [Georgiana Singurel](#), Partner, *Reff & Associates*, with the support of **Cezara Szakacs**, *Managing Associate*, and **Ilinca Iliescu**, *Senior Associate*. The assistance with the merger procedure and other competition law implications was performed by **Florentina Munteanu**, *Partner, Reff & Associates*, and **Oana Bucsa**, *Senior Associate*.

“The transaction is a landmark deal for the FMCG sector and consolidates Orbico Group’s market position as a national and regional distribution powerhouse. It was also a very complex project, specific to cross-border deals, which gave us the opportunity to prove the ability of Deloitte Legal network to successfully assist clients in multiple jurisdictions,” said **Georgiana Singurel**, *Partner at Reff & Associates*, member of Deloitte Legal network.

In this project, the experts from **Reff & Associates** worked with *Deloitte Legal Poland*, who provided comprehensive support to the acquirer with regard to the preparation and negotiation of the documentation for the transaction.

With a team of over 70 lawyers, **Reff & Associates** is a leading law firm in Romania and one of the most active in assisting clients in complex M&A transactions, real estate, banking financing and transactions with loans portfolios. The firm represents in *Romania Deloitte Legal*, a global network with more than 2,500 lawyers in 85

countries.