



Cyriel Ruers

Cyriel Ruers has joined Maverick Advocaten as a partner in Amsterdam after almost a decade with Allen & Overy's Dutch antitrust group.

Ruers, 35, started at Maverick on 1 January. He described the firm as the "only truly" independent competition law boutique in the Netherlands.

He makes the move from Allen & Overy, where he became a senior associate in 2020, seven years after joining the firm as an associate.

While there, he advised Samsung Electronics Benelux as the Netherlands Authority for Consumers and Markets probed if the company had unlawfully compelled its online retailers to stick to price recommendations for its television sets. The enforcer **fined** the company over €39 million in September 2021 in its first-ever decision fining a company for resale price maintenance.

Ruers also assisted global vehicle leasing company LeasePlan in its sale to ALD, which the European Commission **cleared** in Phase I in November subject to several divestment remedies.

In 2017, Ruers helped defend Dutch telecommunication operator KPN against a €115 million damages claim by Vodafone, which unsuccessfully alleged that the company had abused its dominance by refusing to grant it access to its nationwide fixed-line networks for the provision of broadband and TV services.

Kees Schillemans, a partner at Allen & Overy in Amsterdam, said he will miss Ruers and wished him luck in his new role.

Maverick partner Martijn van de Hel described Ruers as one of the country's "most promising" antitrust lawyers.

The firm now has three partners in its competition practice, all of whom are based in Amsterdam. According to van de Hel, Maverick plans to hire several new associates in the coming months to support Ruers.

Like many competition groups, Allen & Overy's antitrust practice has experienced some high-profile moves over the past year.

Ruers' departure follows the **retirement** of the firm's former London antitrust head Mark Friend in November, while Stefanie Benson **left** the Sydney office after 11 years to join White & Case in September. London partner **Alasdair Balfour** left for Kirkland & Ellis last April while **Lukas Rengier** joined Hogan Lovells' Munich office in March.

Allen & Overy **recruited** Sidley Austin's antitrust co-chair Kristina Nordlander last January and five months later **promoted** three associates to partner in London, Milan and Brussels.

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