

The Belgian Competition Authority approves the creation of a joint venture Voila NV by Vanbreda Risk & Benefits NV and Mediahuis NV

The Investigation and Prosecution Service of the Belgian Competition Authority (BCA) has approved on 2 October 2020 the creation of a joint venture Voila NV by Vanbreda Risk & Benefits NV and Mediahuis NV.

The merger was notified to the Belgian Competition Authority on 21 September 2020 and the application of the simplified procedure in merger cases was requested.

The merger concerns the insurance sector.

Vanbreda Risk & Benefits NV is an independent business insurance broker operating in Belgium and Luxembourg. In addition, it also offers insurance to employees of corporate clients in the non-life insurance segment, via the myvanbreda.be platform.

Mediahuis NV is a multimedia company active in Belgium, the Netherlands, Ireland and Luxembourg.

Voila NV will offer brokerage services to consumers established in Belgium through its digital platform.

In his decision of 2 October 2020, the BCA finds that the conditions for the application of the simplified procedure are met and that the notified merger does not raise any objections.

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)