

Schoenherr advises OMV Petrom on strategic partnership with Auchan to open 400 MyAuchan proximity stores in Petrom filling stations



Schoenherr Romania advised OMV Petrom on all legal matters regarding the extension of an existing partnership with Auchan Retail Romania, to open 400 MyAuchan proximity stores in Petrom filling stations over the next five years. Depending on the square meterage of the station, up to 2,500 products will be available on the shelves of MyAuchan proximity stores, allowing Petrom customers to do their grocery shopping while fuelling their cars.

"We would like to thank OMV Petrom for entrusting us with the legal advisory in this matter. We are happy that we were able to support the setting up of such an unique project in the Romanian market," said [Sebastian Guțiu](#), *office managing partner Romania*.

The recently signed agreement is an extension of the pilot phase first set up between OMV Petrom and Auchan Retail Romania in 2017, by which 17 MyAuchan proximity stores were opened in Petrom filling stations. The project is part of OMV Petrom's plans to modernise Petrom filling stations, which will also include the replacement of brand identity elements, as well as works in the outdoor area of the pumps and related services (carwash, LPG fuelling).

"It was great to see our client's long-time partnership with Auchan Retail Romania shaping up and to contribute to reaching the best legal framework for the project's implementation," said Schoenherr Romania partner **Oana Constantinescu**, who led Schoenherr's advisory team, which also included managing attorney at law **Mara Moga-Paler**.

OMV Petrom is the largest integrated oil and gas group in Southeastern Europe and one of the largest companies in Romania. It is active in the oil products retail market in Romania and neighbouring countries through over 800 filling stations, operating under two brands – OMV and Petrom.

Auchan Retail Romania is the local subsidiary of Auchan Retail, one of the largest global groups in food retail. The Romanian entity has a portfolio of 33 hypermarkets, five supermarkets and a network of 26 MyAuchan proximity stores.