

WFW ADVISES VIDIEMME ON ACQUISITION BY BIP

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WATSON FARLEY & WILLIAMS (“WFW”) HAS ADVISED VIDIEMME ON ITS ACQUISITION BY BIP GROUP. VIDIEMME WILL MAINTAIN ITS CORPORATE BRANDING AND IDENTITY AND, GOING FORWARD, WILL WORK CLOSELY WITH BIP AFFILIATES.

Vidiemme is a digital consultancy firm providing innovative solutions to companies in the Italian life sciences industry, offering services and platforms such as eDetailing, mobile apps and digital marketing.

BiP is an international consultancy company, connecting buyers and suppliers across public sector procurement. More than 5000 public sector clients and 250,000 suppliers in the UK alone rely on BiP’s brands to help them succeed.

The WFW Corporate Italy team advising Vidiemme was led by Partner Carlo Cosmelli, assisted by Associate Roberta Sturiale. Senior Associate Alfredo Guacci Esposito handled tax matters.

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