

DAY ONE: Thursday 5 October

INTRODUCTION: 09:15 – 09:20

SESSION 1 | 09:20 – 10:45

Overview: Legal Framework and Key Economic Concepts

Morten Hviid, CCP & UEA Law School

- Key principles, institutions and procedures: UK/EU
- Why care about competition?
- Optimal competition policy design
- Demand and consumer behaviour: elasticities and welfare
- Supply and supplier behaviour: Different types of competitive process and implications

BREAK

SESSION 2 | 11:05 – 12:40

Market Definition and Market Power

Amelia Fletcher, CCP & Norwich Business School, UEA

- What is market power and why do we care about it?
- Market definition: Theory and Practice
- Market definition: Pros, cons and difficult issues
- The role of market shares and concentration
- Barriers to entry and expansion and buyer power

LUNCH

SESSION 3 | 13:40 – 15:15

Mergers: Unilateral Effects

Kate Collyer, Competition and Markets Authority (CMA)

- The substantive merger test in EU/UK law
- The counterfactual
- Differentiated vs non-differentiated markets
- Evidence on closeness of competition
- Methodologies for estimating likely merger effects: price-concentration analysis, UPP, merger simulation

BREAK

SESSION 4 | 15:35 – 17:10

Exclusionary Abuse I: Introduction, Predation and the Google Wars

Oliver Latham, Charles River Associates

- What is exclusionary abuse of dominance?
 - Main categories of exclusionary abuse
 - Basic principles for assessing exclusionary abuse
 - Assessing predation – the role of cost-based tests
 - Tying/bundling and the EU Google cases
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DAY TWO: Friday 6 October

SESSION 5 | 09:15 – 10:50

Exclusionary Abuse II: Rebates & Margin Squeeze

Adrian Majumdar, RBB Economics

- Introduction to rebates: Pro- and anti-competitive effects
- Economic tests for anti-competitive effects
- Intel and Post Danmark II
- Introduction to margin squeeze
- Pros and cons of different cost tests

BREAK

SESSION 6 | 11:10 – 12:40

Session 6: Horizontal Agreements & Coordinated Effects

Matthew Johnson, Oxera

- Basic theory of collusion: tacit and explicit
- Testing for collusion: actual and potential
- The impact of pricing algorithms on coordination
- Trading off potential efficiency benefits of horizontal agreements
- Quantifying the harm from anticompetitive agreements

LUNCH

SESSION 7 | 13:40 – 15:00

Exploitative Abuse

Laura Phaff, Compass Lexecon

- What is exploitative abuse of dominance?
- Testing for excessive prices
- Problems with intervening against excessive pricing
- Alternative approaches
- Special cases: aftermarket, standards.

BREAK

SESSION 8 | 15:20 – 17:00

Vertical Restraints and Non-Horizontal Mergers

David Parker, Frontier Economics

- Pros and cons of vertical restraints
- EU Guidelines and block exemption
- RPM and MFNs
- Selective distribution and the Internet
- Assessing non-horizontal mergers

ALL DELEGATES ARE INVITED TO JOIN THE SPEAKERS AT THE LOCAL PUB AFTER THE LAST SESSION
