

SEMINAR ON COMPETITION ADVOCACY

BELGRADE, 27 - 29 SEPTEMBER 2016

SEMINAR OBJECTIVES

Competition advocacy is a topic that can be addressed from many different angles and can address many different stakeholders. We will discuss and exchange experiences about advocacy to governments and policy makers, the legal community, small and large undertakings and to a wider public. This will include work with the media, competition assessment of laws and regulations, evaluation and promotion of a competition authority's activities, and ideas on how to establish and promote a competition culture. A part of this programme will more closely investigate the use of market studies and sector enquiries. Experts from experienced jurisdictions will present their insights and we will seek a broad exchange among all participants.

AGENDA

88 Rooms Hotel, Belgrade

Tuesday, 27 September 2016

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| 09.00-09.15 | Welcome and Opening Remarks
(Mr Miloje Obradović, President of the Commission for Protection of Competition of Serbia) |
| 09.15-10.00 | Competition Advocacy – Introduction
(Ms Sabine Zigelski, OECD) |
| 10.00-10.15 | <i>Coffee break</i> |
| 10.15-11.00 | CPC – Basic Facts
(Mr Dragan Penezić, Secretary of the Commission) |
| 11.00-12.00 | Creating a Competition Culture
(Mr Šarūnas Keserauskas, Chairman of the Competition Council of Lithuania) |

- 12.00-13.30 *Lunch*
- 13.30-14.45 Hypothetical – Selling a Case to the Media
The Beer Cartel
(Mr Kay Weidner, Press Officer Bundeskartellamt, Germany)
- 14.45-15.00 *Coffee break*
- 15.00-16.00 Public Relations Work at the Bundeskartellamt
(Mr Kay Weidner, Bundeskartellamt, Germany)
- 16.00-17.00 Leniency Campaign – Experience from Hungary
(Ms Andrea Zenisek, Head of Competition Culture and Communications
Section GVH, Hungary)
- 18:30 - Welcome dinner - meeting at the hotel reception

Wednesday, 28 September 2016

- 09.30-10.00 Explaining the Benefits of Competition to Decision Makers
(Ms Sabine Zigelski, OECD)
- 10.00-10.45 Advocacy to Politicians – Lithuania
(Mr Šarūnas Keserauskas, Competition Council Lithuania)
- 10.45-11.00 *Coffee break*
- 11.00-12.30 Roundtable Discussion on Advocacy Experiences
Contributions from Serbia, Lithuania, Germany, Romania, Hungary, Bosnia
and Herzegovina, FYR of Macedonia, Georgia, Kosovo* and the Russian
Federation
- 12.30-14.00 *Lunch*

Afternoon Sightseeing and Dinner

Thursday, 29 September 2016

- 09.30-10.00 Competition Assessment – a Tool for Change
(Ms Sabine Zigelski, OECD)
- 10.00-11.00 OECD Competition Assessment Project in Romania
(Ms Daniela Eleodor, Competition Council, Romania)
- 11.00-11.15 *Coffee break*
- 11.15-12.30 Hypothetical Exercise – Competition Assessment
(Ms Sabine Zigelski, OECD)
- 12.30-14.00 *Lunch*
- 14.00-15.30 Market Studies and Sector Enquiries – Experiences from Lithuania, Germany,
Romania and Ukraine
- 15.30-16.15 Sector Inquiries – CPC Experience
(Ms Jelena Popović Markopoulos, CPC)
- 16.15-16.30 Discussion and Closing Remarks
- 19.00 – 21.00 Dinner in the hotel's restaurant