

Seminar on Competition Enforcement and Advocacy in the Pharmaceutical Sector

📍 Kyiv, Ukraine

📅 10-12 September 2019

Seminar objectives

This seminar will cover a variety of topics in the pharmaceutical sector. We will look at market definition and market power, the role of generics and IP rights, merger control and abuse cases. In addition, the seminar will provide an overview of regulatory frameworks, and an introduction to competition assessment in the pharmaceutical sector. What kind of advocacy action promises to be successful and how can competition authorities co-operate effectively with regulators?

Agenda

Tuesday, 10 September 2019

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| 09.00-10.00 | WELCOME AND OPENING REMARKS
Mr Yuriy Terentyev, Chairman of the Antimonopoly Committee of Ukraine (AMCU)
Mr Renato Ferrandi, Coordinator of OECD-GVH training activities |
| 10.00-10.15 | GROUP PHOTO |
| 10.15-10.45 | INTRODUCTION: SPECIFICITIES OF THE PHARMACEUTICAL SECTOR
Mr Pedro Caro de Sousa (OECD, Paris) |

10.45-11.00 **COFFEE BREAK**

ENFORCEMENT: CHALLENGES AND OPPORTUNITIES

EXCLUSIONARY CONDUCTS IN THE PHARMACEUTICAL SECTOR

11.00-12.30

Use and abuse of market power; originator and generic medicines

Mr Michael Moiseyev (FTC, US) and Mr Zoltán Ay (GVH, Hungary)

Discussant: Ms Dar'ya Cherednichenko (AMCU, Ukraine)

12.30-14.00

LUNCH

14.00-15.00

BREAK-OUT SESSIONS ON EXCLUSIONARY CONDUCTS

Mr Renato Ferrandi (OECD, Paris)

15.00-15.30

REPORT BACK FROM THE BREAK-OUT SESSIONS

15.30-15.45

COFFEE BREAK

15.45-17.00

PHARMA AND EXCESSIVE PRICING

Conditions and pitfalls

Mr Andrea Minuto Rizzo (AGCM, Italy) and Ms Claudia Berg (CMA, UK)

Discussant: Mr Pedro Caro de Sousa (OECD, Paris)

19.00-21.00

WELCOME DINNER

Wednesday, 11 September 2019

09.00-10.00

MERGERS IN THE PHARMACEUTICAL SECTOR

Market definition; concentration and innovation

Mr Michael Moiseyev (FTC, US)

Questions and answers

10.00-10.30

PROCEDURAL FAIRNESS IN PHARMA INVESTIGATIONS

Ms Claudia Berg (CMA, UK)

10.30-10.45

COFFEE BREAK

COLLUSIVE CONDUCTS IN THE PHARMACEUTICAL SECTOR

Mr Zoltán Ay (GVH, Hungary) and Ms Olena Shevchuk (AMCU, Ukraine)

10.45-12.30

Discussant: Mr Andrea Minuto Rizzo (AGCM, Italy) and Ms Claudia Berg (CMA, UK)

12.30-14.00

LUNCH

14.00-15.00 **BREAK-OUT SESSIONS ON MERGERS AND COLLUSIVE CONDUCTS**
Mr Renato Ferrandi (OECD, Paris)

15.00-15.30 **REPORT BACK FROM THE BREAK-OUT SESSIONS**

17.00-19.00 **SIGHTSEEING**

19.00-21.00 **DINNER**

Thursday, 12 September 2019

ADVOCACY: COMPETITION ISSUES AND SOLUTIONS

09.00-10.00 **DISTRIBUTION OF PHARMACEUTICAL PRODUCTS**
Mr Michael Moiseyev (FTC, US) and Mr Renato Ferrandi (OECD, Paris)

10.00-11.00 **PUBLIC PROCUREMENT IN THE PHARMACEUTICAL SECTOR**
Ms Svitlana Panaiotidi (AMCU, Ukraine) and Mr Pedro Caro de Sousa (OECD, Paris)

11.00-11.15 **COFFEE BREAK**

11.15-12.00 **USING THE FULL SET OF TOOLS IN THE PHARMACEUTICAL SECTOR**
Mr Andrea Minuto Rizzo (AGCM, Italy)

12.00-13.00 **DISCUSSION, EVALUATION QUESTIONNAIRES AND CLOSING
REMARKS**

13.00-14.00 **LUNCH**

19.00-21.00 **DINNER**