

GVH TRAINING SEMINAR

REVIEW OF EU COMPETITION LAW DEVELOPMENTS AND SELECTED COMPETITION TOPICS AND TRAININGS FOR SPECIAL GROUPS OF STAFF (BUDAPEST 14 & 15 APRIL 2016)

SEMINAR OBJECTIVES

The seminar will provide a general update on EU competition law and will provide insights into market definition, retail price maintenance proceedings, behavioural economics in consumer protection and the perspective of an inhouse competition lawyer. On day 1 these issues will be dealt with in the form of presentations for the whole GVH staff (plenary sessions). On day 2 we will provide targeted trainings for different groups of the GVH staff. Expert practitioners will share their experience on fining decisions and gun jumping, economic analysis in merger control, RPM and hub & spoke cases, the role of compliance and on comparative advertising and market studies in consumer protection cases.

AGENDA

Hotel Novotel Centrum, Budapest

Thursday, 14 April 2016

09.00-9.30	Welcome and opening remarks (Mr Miklós Juhász, GVH, Budapest)
9.30-11.00	Recent Developments in EU Competition Law (Mr Richard Whish, Emeritus Professor of Law at King's College London, QC (hon))
11.00-11.15	<i>Coffee break</i>

- 11.15-12.15 Geographic Market Definition in EC Merger Control
(Mr Joao Azevedo, European Commission, Brussels)
- 12.15-13.30 *Lunch*
- 13.30-14.30 How Do Consumers Really Behave? And Why Does it Matter to an
Enforcement Agency?
(Mr Jason Freeman, CMA, London)
- 14.30-14.45 *Coffee break*
- 14.45-15.45 An Inside View – Competition Problems Through the Eyes of an In-House
Counsel
(Ms Martina Maier, Unilever, Brussels)
- 15.45-16.30 Resale Price Maintenance – the German Food Retail Case
(Mr Markus Brune, Bundeskartellamt, Germany)

Friday, 15 April 2016

Time	Competition Council	Merger Section	Antitrust Section	Consumer Protection Section
9.30-9.45	Short introduction of sessions and speakers			
9.45 – 11.00	<p>The GVH Fining Practice - Discussion</p> <p>(Mr Richard Whish, Emeritus Professor of Law at King's College London)</p>	<p>Economic Analysis in Merger Cases Theory, Examples and Exercises</p> <p>(Mr Niels Enemaerke, Danish Consumer and Competition Commission, Copenhagen)</p>	<p>RPM and Hub & Spoke Infringements Examples and Exercises</p> <p>(Mr Markus Brune, Bundeskartellamt, Bonn)</p>	<p>Comparative Advertisement – the Italian Practice</p> <p>(Mr Gianluca Sepe, AGCM, Rome)</p>
<i>GVH Participants</i>	<i>Competition Council</i>	<i>Merger Section and Chief Economist's Team</i>	<i>Antitrust Section</i>	<i>Consumer Protection Section</i>
11.00 – 11.15	Coffee break			
11.15 – 12.30	Morning sessions continued			
12.30 – 13.30	Lunch break			
13.30 – 15.00	<p>Gun Jumping – Discussion</p> <p>(Mr Richard Whish, Emeritus Professor of Law at King's College London)</p>	Morning session continued	<p>Compliance</p> <p>(Ms Martina Maier, Unilever, Brussels)</p>	<p>Unfair Commercial Practices – A View From the UK</p> <p>(Mr Jason Freeman, CMA, London)</p>
<i>GVH Participants</i>	<i>CC; Antitrust-, Merger- & Legal Section; Decision-making Support Team</i>	<i>Merger Section and Chief Economist's Team</i>	<i>Antitrust Section</i>	<i>Consumer Protection Section</i>
15.00 – 15.15	Coffee break			
15.15 – 15.45	Short reports from the groups			