

COMPETITION ADVOCACY

Joint RCC – State Service for
Antimonopoly Control and Consumer
Market Control under the Ministry of
Economy of the Republic of Azerbaijan

 **Baku, Azerbaijan**

 **19-21 September 2023**

Seminar objectives

Advocacy of competition is a very strong power in the hand of competition agencies that covers a wide variety of mechanisms to promote competition in society, and especially in relation to the administration, regulation, and public powers. This seminar will discuss the aim of advocacy of competition, what are the most powerful tools and the pros and cons of each of them. It will emphasise the main characteristics of advocacy tools and develop some examples of success.

Speakers



Jafar Babayev
Deputy Head of the State
Service for Antimonopoly
and Consumer Market
Control of Azerbaijan



María Pilar Canedo
Coordinator of OECD-GVH
training activities



Renato Ferrandi
Director of International
and EU Affairs,
Italian Competition
Authority



**Medeina
Augustinavičienė**
Council Member,
Competition Council of
Lithuania



Daniel Mankowski
Head of Legal Department,
Office of Competition and
Consumer Protection of
Poland



Bart Noe
Senior Strategy Advisor,
Dutch Authority for
Consumers and Markets



Anna Fekete
Case Handler,
Hungarian Competition
Authority



Juan Espinosa
Founding Partner,
Silverback Advocacy

Agenda

Tuesday, 19 September 2023

09.30-10.00	OPENING REMARKS. GROUP PHOTO. TOUR DE TABLE Jafar Babayev, Deputy Head of the State Service for Antimonopoly and Consumer Market Control under the Ministry of Economy of the Republic of Azerbaijan María Pilar Canedo, Coordinator of OECD-GVH training activities
10.00-10.45	ADVOCACY OF COMPETITION Introduction to the concept and main tools María Pilar Canedo, Coordinator of OECD-GVH training activities
10.45-11.00	Coffee break
11.00-11.45	PRINCIPLES OF BETTER REGULATION AND COMPETITIVE NEUTRALITY Medeina Augustinavičienė, Competition Council of the Republic of Lithuania
11.45-12.45	MARKET STUDIES: THE RELEVANCE OF ECONOMIC ANALYSIS IN ADVOCACY How advocacy is perceived in the administration and the legislative power Juan Espinosa, Silverback Advocacy (virtual presentation)
12.45-14.00	Lunch
14.00-14.45	COMPETITION ASSESSMENT IN ITALY: Powers and lessons learnt Renato Ferrandi, Italian Competition Authority
14.45-15.00	ILLUSTRATION OF A HYPOTHETICAL CASE María Pilar Canedo, Coordinator of OECD-GVH training activities
15.00-15.15	Coffee break
15.15-16.45	BREAK OUT SESSION Discussion on the hypothetical case Moderated by the speakers
19.00-21.00	Welcome dinner

Wednesday, 20 September 2023

10.00-10.45	COMPETITION ASSESSMENT IN TRADITIONAL AND DIGITAL MARKETS Examples in Italy Renato Ferrandi, Italian Competition Authority
10.45-11:45	NEW TOOLS ON ADVOCACY IN COMPARATIVE LAW: The Dutch proposal Bart Noe, Authority for Consumers and Markets (virtual presentation)
11.45-12.00	Coffee break

12.00-12.30	MONITORING ADVOCACY STRATEGIES AND REINFORCING MARKET INSTITUTIONS Medeina Augustinavičienė, Competition Council of the Republic of Lithuania
12.30-13.00	MONITORING ADVOCACY STRATEGIES AND REINFORCING MARKET INSTITUTIONS Daniel Mankowski, Office of Competition and Consumer Protection
13.00-14.15	Lunch
14.15-15.00	RELATION BETWEEN COMPETITION ENFORCEMENT AND COMPETITION ADVOCACY Advocacy of competition and gender balance – the OECD toolkit María Pilar Canedo, Coordinator of OECD-GVH training activities ACCELERATED MARKET INQUIRIES Anna Fekete, Hungarian Competition Authority
15.00-15.15	ILLUSTRATION OF A HYPOTHETICAL CASE María Pilar Canedo, Coordinator of OECD-GVH training activities
15.15-15.30	Coffee break
15.30-17.00	BREAK OUT SESSION Discussion on the hypothetical case Moderated by the speakers
19.00-21.00	Dinner

Thursday, 21 September 2023

10.00-10.45	How to identify competition barriers in legislation and ways to fight them Daniel Mankowski, Office of Competition and Consumer Protection
10.45-11.00	Coffee break
11.00-11.45	Competition as a tool to reach non-market objectives Anna Fekete, Hungarian Competition Authority
11.45-12.15	CLOSING SESSION Summary and Kahoot game
12.15-14.00	Lunch
19.00-21.00	Dinner