


Workshop on Market Studies

 Lima, Peru

 13-14 September 2023

Objective: Market studies are a versatile tool for competition authorities to analyse whether there are competition problems in a sector, outside the context of a merger review or antitrust investigation. They also provide a thorough knowledge of the market, which can be valuable to better detect antitrust infringements and take more informed decisions. As concrete outcomes, market studies may lead to recommendations on regulatory improvements such as the removal of unjustified competition restrictions. At the same time, market studies are complex initiatives, which often require an adequate planning and prolonged engagement. Competition experts from several jurisdictions will share their experiences on market studies, also in light of the OECD Market Studies Guide for Competition Authorities. It targets senior competition officials particularly those leading or involved with market studies (e.g. heads of economics department).

Agenda

Wednesday, 13 September 2023	
9h00-9h15	<p style="text-align: center;">Opening remarks</p> <ul style="list-style-type: none"> • Karin Cáceres Durango, President of INDECOPI Peru • Paulo Burnier, Senior Competition Expert at OECD Secretariat
9h15-9h30	<p>Group photo</p>
9h30-12h30 <i>coffee break around 11h00</i>	<p style="text-align: center;">Introduction to Market Studies</p> <ul style="list-style-type: none"> • Paulo Burnier, Senior Competition Expert at OECD Secretariat <p style="text-align: center;">Challenges and Particularities in Latin America and the Caribbean</p> <ul style="list-style-type: none"> • Juan Pablo Herrera, Dean of Economics Faculty at Externado University in Colombia • Maria José Contreras, Public Policy Expert in Mexico <p style="text-align: center;">Country studies</p> <ul style="list-style-type: none"> • María Elena Vásquez, President of Pro-Competencia Dominican Republic • Ricardo Freire, General Intendent at SCE Ecuador
12h30-14h30	<p>Lunch break</p>
14h30-18h00 <i>coffee break around 16h00</i>	<p style="text-align: center;">Managing the process: how to plan and conduct effective market studies</p> <ul style="list-style-type: none"> • Richard May, Competition Expert at OECD Secretariat <p style="text-align: center;">Hypothetical Case Exercise on Selection and Prioritisation</p> <ul style="list-style-type: none"> • Breakout sessions (in English and Spanish) <hr/> <p style="text-align: center;">Country studies</p> <ul style="list-style-type: none"> • Felipe Castro, Head of Market Studies Division at FNE Chile • Nikita Mayers, Chief-Economist at FTC Barbados

Thursday, 14 September 2023

9h00-12h30 <i>coffee break around 11h00</i>	<p style="text-align: center;">Country studies</p> <ul style="list-style-type: none"> • Diana Patricia Rodríguez, Adviser to Superintendent for Competition at SIC Colombia • Diego Zamora, Competition Expert of Opinions Unit at SC El Salvador • Herminio Chanona, Head of Economic Analysis at COFECE Mexico • Desiree Delgado Arcos, Head of Market Analysis Unit at IFT Mexico • Hazel Orozco, Head of Communications & International at COPROCOM Costa Rica <hr/> <p style="text-align: center;">Communicating the results: how to deliver the message and follow-up</p> <ul style="list-style-type: none"> • Paulo Burnier, Senior Competition Expert at OECD Secretariat <p style="text-align: center;">Hypothetical Case Exercise on Communication and Advocacy</p> <ul style="list-style-type: none"> • Breakout sessions (in English and Spanish)
12h30-14h30	Lunch break
14h30-17h55 <i>coffee break around 16h00</i>	<p style="text-align: center;">Country studies</p> <ul style="list-style-type: none"> • Daniel Ferrés, Commissioner at CPDC Uruguay • Eduardo Barros, Commissioner at CONACOM Paraguay • Leticia Versiani, Head of Antitrust Unit at CADE Brazil • Rodolfo Tupayachi, Economic Adviser for Competition at INDECOPI Peru <hr/> <p style="text-align: center;">Market investigations</p> <ul style="list-style-type: none"> • Jorge Guadarrama, Head of Market Investigations Unit at COFECE Mexico • Mariana Palacios Díaz, Head of Special Procedures Unit at IFT Mexico
17h55-18h00	<p>Closing remarks by INDECOPI and OECD</p>