

**COMPETITION AND REGULATION FORUM**  
**Ministry of Economy-OECD-UNAM**  
**“In Pursuit for Market Efficiency”**  
**January 9 and 10, 2017**

**Former Palace of the School of Medicine of UNAM**  
**33 Brasil, Cuauhtemoc, Centro Historico, 06010 México City**

## **I. Background**

Competition contributes to higher productivity, competitiveness and economic growth. A regulatory framework that promotes competition is required for markets to work properly. In many jurisdictions, however, laws, bylaws or other government-imposed regulations unduly restrict the proper functioning of the market. The OECD collaborates with different levels of government of member countries to promote regulations that contribute to citizen’s well-being in a market-oriented environment.

The design of regulatory frameworks compatible with the efficient functioning of markets is of great relevance. Good regulation is essential if our economies are to function efficiently and to meet important legitimate objectives, such as social and environmental ones. Achieving good regulation, however, is a demanding and continuous task. The OECD addresses this challenge, touching aspects in every sector of the economy that affects the everyday life of business and citizens.

Competition and regulation are two sides of the same coin. One of the main purposes of both is to encourage market efficiency in order to generate economic growth in benefit of the businesses and consumers.

Since 2008, the Ministry of Economy (SE) and the Organization for Economic Co-operation and Development (OECD) hold a cooperation agreement to strengthen competitiveness through economic competition and regulation. The Competition and Regulation Forum “In pursuit for market efficiency” is part of this effort. In it, a series of OECD studies whose primary objective is to propose diagnoses and reform measures to allow market efficiency, will be launched and discussed.

As host, the Forum will have the National Autonomous University of Mexico (UNAM), whose work in training professionals and its contribution to scientific and social development in the country is widely recognized

## II. AGENDA January 9, 2017

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17:30 – 18:30 Registration

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18:30 – 19:30 **KEYNOTE SESSION – Competition and Regulation Forum:  
In Pursuit of Market Efficiency  
Launching of the OECD-Ministry of Economy's reports**

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To achieve markets efficiency is necessary to have a regulatory framework that meets its policy objectives, for instance transport safety, without imposing unnecessary costs to businesses and citizens. Also, it is essential having solid and efficient institutions and justice administration systems, such as competition specialized courts, in order to generate certainty to market participants. In this session, two key reports seeking market efficiency will be presented: the OECD reports "Solving Competition Cases by the Courts: International Experience" and "Review of Freight Transport Regulation in Mexico".

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### **Speakers**

10 minutes each speaker

- **Leonardo Lomeli Vargas**, Secretary General of UNAM
- **Jose Angel Gurria Treviño**, Secretary General, OECD
- **Alberto Perez Dayan**, Minister of the Supreme Cort of Justice of the Nation
- **Gerardo Ruiz Esparza**, Minister of Communications and Transportation
- **Jose Ramon Narro Robles**, Minister of Health
- **Ildefonso Guajardo Villarreal**, Minister of Economy

### **Presidium**

- **Alejandra Palacios Prieto**, Commissioner President, COFECE
- **Gabriel Oswaldo Contreras Saldívar** Commissioner President, IFT
- **Dionisio Pérez-Jácome**, Ambassador of Mexico to the OECD

### **Row of Honor**

- **Rosa Elena Gonzalez Tirado**, Counselor of the Council of the Federal Judiciary
- **Yuriria Mascott Perez**, Vice Minister of Transport
- **Rocio Ruiz Chavez**, Vice Minister of Competitiveness and Business Standards
- **Gabriela Ramos**, Chief of Staff OECD and Sherpa to the G20
- **Rolf Alter**, Director of the Directorate of Public Governance and Territorial Development
- **Antonio Gomez**, Head of the Competition Division
- **Roberto Martinez**, Director of the OECD Centre in Mexico for Latin America

### **OECD reports to be presented**

- Solving Competition Cases by the Courts: International Experience
- Review of Freight Transport Regulation in Mexico [oe.cd/11M](http://oe.cd/11M)

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19:30 – 20:30 Cocktail

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January 10, 2017

8:30 – 9:00hrs Registration

9:00 – 10:35hrs **I. Competition and regulation:  
Essential foundations for economic growth**

Several OECD reports have confirmed that the intensity of competition in the markets and quality regulation promote economic growth. Removing regulatory barriers and reducing administrative burdens promote the creation of new businesses and the growth of existing ones, increasing the intensity of competition in the markets. In turn, the promotion of competition, and the elimination of anti-competitive practices are essential for economic growth. This session will address strategies to improve the quality of regulation and the promotion of competition.

**Moderator**

- **Alexander Elbittar**, *Research Professor, Centre for Research and Teaching of Economics (CIDE)*

**Speakers**

15 minutes each speaker

- Thoughts about Competition and Regulation – **Rocio Ruiz Chavez**, *Vice Minister of Competitiveness and Business Standards*
- Regulatory Policy in OECD member countries: progress and challenges - **Rolf Alter**, *Director of the Directorate of Public Governance and Territorial Development*
- Reduction of administrative burdens and their impact on well-being - **Mario Emilio Gutierrez**, *Head of the Federal Regulatory Improvement Commission*
- The benefits of competition policy - **Benjamin Contreras Astiazaran**, *Commissioner of the Federal Economic Competition Commission*
- Regulation and competition at the digital crossroads - **Antonio Gomes**, *Head of the OECD's Competition Division*
- The role of specialized courts in telecommunications, broadcasting and competition - **Adriana Leticia Campuzano Gallegos**, *Magistrate of the Second Collegiate Court of Administrative Matters Specialized in Economic Competition, Broadcasting and Telecommunications*

5 min. Q&A

**Recommended OECD reports**

- Recommendation of the OECD Council on Regulatory Policy and Governance <http://oe.cd/1Eg>
- 2015 OECD Regulatory Policy Outlook <http://oe.cd/1Eh>
- Factsheet on how competition policy affects macro-economic outcomes <http://oe.cd/1Ei>

10:35 – 10:45hrs Group photo (at the main patio)

10:45 – 10:50 Coffee break

10:50 – 12:00hrs

## II. Challenges and opportunities to improve freight transport regulation in Mexico

One of the sectors with the greatest impact on markets efficiency is the transport sector. A good quality regulatory framework that ensures security features, among others, in the movement of goods and with minimal regulatory burdens, will help to increase market efficiency and hence productivity and economic growth. In this session the findings and recommendations of the report prepared by the International Transport Forum and the Regulatory Policy Division of the OECD "Review of Freight Transport Regulation in Mexico" will be discussed. The report identifies regulatory challenges in road, civil aviation, rail, ports and border customs administration. The recommendations to increase efficiency in the sector are offered based on international experiences.

### Moderator

- David Lopez, *Director General, Unit of Design and Implementation of Public Policies for Productivity, Ministry of Economy*

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### Speakers

10 minutes each speaker

- Best practices in transport regulation – **Steve Perkins**, *Head of Research and Policy, International Transport Forum, OECD*
- Opportunities to improve transport regulation in Mexico – **Andres Blancas Martinez**, *Economist, Regulatory Policy Division, OECD*
- Regulation on Ports and Maritime Transportation – **Pedro Pablo Zapeda Bermúdez**, *General Director of Merchant Marine, Ministry of Transport and Communications*
- Road Transport Regulation – **Adrian del Mazo Maza**, *General Director of Federal Road Transport, Ministry of Transport and Communications (TBC)*
- The competition dimension in transport regulation – **Octavio Rodolfo Gutiérrez Engelmann**, *General Director of Regulated Markets, COFECE*

20 min. Q&A

### OECD reports to be discussed

- Review of Freight Transport Regulation in México [oe.cd/1IM](http://oe.cd/1IM)

12:00 – 13:30hrs

**III. Government intervention: neutral to competition public policies**

The international experience shows that reforms and improvements in the quality of regulations have the capacity to improve the efficiency of markets, and thus increase innovation, productivity, investment and employment. This session will present ex ante and ex post evaluation tools for regulation and functioning of the markets, including the Regulatory Impact Assessment, the Competition Assessment Toolkit and Markets Exams. Additionally, practical applications of these tools will be presented in different markets.

**Speakers**

15 minutes each

- Regulatory Impact Assessment: State of the Art in OECD countries – **Nick Malyshev**, *Head of the Regulatory Policy Division, OECD*
- The application of the Competition Assessment Toolkit in Mexico – **Michael Saller**, *Senior Expert in Competition, Competition Division, OECD*
- Market exams and public policies - **Jose Eduardo Mendoza Contreras**, *Head of the Competitiveness and Public Policies Unit for Market Efficiency, Ministry of Economy [Moderator]*
- The application of Guide for Market Exams in the dairy sector – **Jorge Luis Velazquez Roa**, *Managing Director Jacobs, Cordova & Asociados, S.C.*
- Capacity building on economic competition in the Judiciary - **Patricio Gonzalez-Loyola Perez**, *Magistrate of the First Collegiate Circuit Court for Administrative Matters Specialized in Economic Competition, Broadcasting and Telecommunications*

10 min. Q&A

**Recommended OECD reports**

- Building an Institutional Framework for Regulatory Impact Analysis (RIA), Guide for Policy Makers <http://oe.cd/1Ej>
- Regulatory Impact Analysis, A Tool for Policy Coherence <http://oe.cd/1Ek>
- Market Examinations in Mexico: A Manual by the OECD Secretariat <http://oe.cd/1El>
- OECD Competition Assessment Toolkit <http://oe.cd/1Em>

13:30 – 15:30hrs

**Lunch**

**15:30 – 17:00hrs**      **IV. Competition policy and the role of the Judiciary**

The new specialized courts in economic competition, broadcasting and telecommunications play a key role in the construction of a specialized legal system that creates certainty for investors and consumers. This session will discuss the report developed by the OECD's Competition Division, which provides an overview of international experiences on the different institutional designs of the competition law systems. Also, this session aims to foster open and fluent communication between the Ministry of Economy, the specialized courts, the competition authorities and the private sector around the development of the competition policy in Mexico.

**Moderator**

- **Francisco Javier Nunez**, *Former Commissioner, of COFECE and Consultant in competition*

**Speaker**

15 minutes

- Launch of the Study: Solving Competition Cases by the Courts: International Experience – **Sean Ennis**, *Senior Economist, Competition Division, OECD*

**Dialogue on the evolution of competition policy in Mexico**

10 min. each speaker

- **Maria Elena Estavillo Flores**, *Commissioner of the Federal Telecommunications Institute (IFT)*
- **Alejandro Castañeda Sabido**, *Commissioner, Federal Economic Competition Commission (COFECE)*
- **Jean Claude Tron Petit**, *Magistrate of the First Collegiate Circuit Court for Administrative Matters Specialized in Economic Competition, Broadcasting and Telecommunications*
- **Rafael Valdes Abascal**, *Partner at Valdes Abascal Abogados, S.C.*
- **Andres Alejandro Perez Frias**, *General Lawyer of the Ministry of Economy*

**25 min. discussion**

**OECD reports to be discussed**

- Solving Competition Cases by the Courts: International Experience

**17:00 – 17:15**      **Coffee break**

**17:15 – 18:30hrs V. New regulatory challenges to promote competition and efficiency in markets in the face of technological change**

Given the accelerated technological progress that has occurred in recent years, the challenge of governments to ensure the welfare of its citizens increases. The public policy goal of reacting to markets failures to protect the interests of citizens, consumers or workers or to promote competition, either through regulation or other policy tool, requires innovative approaches to technological innovations, such as the use of big data, platforms for connecting markets (such as *Uber, Airbnb or Google*) or with new tools such as behavioural economics. This session will explore strategies available to governments to meet these new challenges through regulation.

**Moderator**

- **Jose Eduardo Mendoza Contreras**, *Head of the Competitiveness and Public Policies Unit for Market Efficiency, Ministry of Economy*

**Speakers**

10 minutes each speaker

- Progress in the incorporation of Public Policies based on Behavioural Insights – **Faisal Naru**, Senior Policy Analyst, OECD
- Multiple Sided Platforms: An Approach from Dynamic Efficiencies– **Alexander Elbittar Hein**, Professor of the Economics Division, Centre for Economic Research and Teaching
- The use of new technologies in the financial markets – **Pedro Adalberto Gonzalez Hernandez**, Manager of Transparency and Competition in the Financial System, Mexico’s Central Bank
- Impact of new disruptive business models: consumer benefits and challenges for regulators – **Francisco Javier Nuñez Melgoza**, Former Commissioner of COFECE and Consultant on competition
- Collaborative economies and competition policy - **Alejandro Faya Rodriguez**, Head of the Planning, Linkage and International Affairs Unit, COFECE

**20 min. Q&A**

**OECD Recommended reports**

- Regulatory Policy and Behavioural Economics <http://oe.cd/1En>
- Protecting Consumers through Behavioural Insights: Regulating the Communications Market in Colombia <http://oe.cd/1Eo>
- Innovaciones disruptivas en los servicios legales <http://oe.cd/1Ep>

**18:30 – 18:35 Closing ceremony**

- **Jose Eduardo Mendoza Contreras**, *Head of the Competitiveness and Public Policies Unit for Market Efficiency, Ministry of Economy*