Vertical Sales Restrictions and E-Commerce

Budapest, Hungary  11 - 13 March 2019

Seminar objectives

Selective and exclusive distribution systems, resale price maintenance, across platform parity agreements and various limitations on online sales can be ambiguous with regard to their competitive effects. This seminar will give a better understanding of the analysis of pro- and anti-competitive effects, and will look at the relevant case law with an emphasis on the EU experience and on e-commerce related questions. Experts from competition authorities will introduce their case experience and will practise the analysis of vertical sales restrictions with the participants in hypothetical case exercises.

Agenda

Venue: European Youth Center Budapest (Hungary, 1024 Budapest, Zivatar str. 1-3.)

 Monday – 11 March 2019

09.00-09.45  OPENING REMARKS, GROUP PHOTO AND INTRODUCTION
Mr József Sáráí (GVH, Budapest)

INTRODUCTION TO VERTICAL RESTRAINTS
● BASIC ECONOMICS
  Mr Hugh Mullan (CMA, London)

09.45-10.30

● BASIC LEGAL FRAMEWORK
  Ms Sabine Zigelski (OECD, Paris)

10.30-10.45  COFFEE BREAK

10.45-12.00  HYPOTHETICAL CASE EXERCISE – RESALE PRICE MAINTENANCE
Ms Sabine Zigelski (OECD, Paris)

12.00-13.30  LUNCH

13.30-14.00  INTRODUCTION TO RESALE PRICE MAINTENANCE
● BASIC LEGAL FRAMEWORK
  Ms Sabine Zigelski (OECD, Paris)
● BASIC ECONOMICS
  Mr Hugh Mullan (CMA, London)

14.00-15.00
THE AUSTRIAN FOOD RETAIL RPM CASES
Ms Birgit Schoißwohl (BWB, Vienna)

15.00-15.15
COFFEE BREAK

15.15-15.45
COUNTRY CASE STUDY: SERBIA
CASE DISCUSSANT: AZERBAIJAN

15.45-16.30
THE HUNGARIAN RPM EXPERIENCE
Mr Márk Pánczél (GVH, Budapest)

19.00
DINNER IN THE EYC’S RESTAURANT

Tuesday, 12 March 2019

09.30-10.00
COUNTRY CASE STUDY: RUSSIA
CASE DISCUSSANT: ROMANIA

10.00-11.00
HUB&SPoke TO RESALE PRICE MAINTENANCE – THE UK EXPERIENCE
Ms Cleo Alliston (CMA, London)

11.00-11.15
COFFEE BREAK

11.15-11.45
COUNTRY CASE STUDY: UKRAINE
CASE DISCUSSANT: CROATIA

11.45-13.15
LUNCH

13.15-14.45
HYPOTHETICAL CASE EXERCISE – ONLINE RESTRAINTS
Ms Sabine Zigelski (OECD, Paris)

14.45-15.15
● BASIC LEGAL FRAMEWORK
  Ms Sabine Zigelski (OECD, Paris)

  ● BASIC ECONOMICS
  Mr Hugh Mullan (CMA, London)
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<td>15.30-16.15</td>
<td>ONLINE SALES PROHIBITIONS – THE PING CASE</td>
<td>Ms Cleo Alliston (CMA, London)</td>
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<td>16.15-17.00</td>
<td>INTERNET SALES RESTRAINTS IN SELECTIVE DISTRIBUTION SYSTEMS – EU AND NATIONAL CASE LAW</td>
<td>Ms Sabine Zigelski (OECD, Paris)</td>
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<td>18.00-19.00</td>
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**Wednesday, 13 March 2019**

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<td>HYPOTHETICAL CASE EXERCISE – PLATFORM MFNs</td>
<td>Ms Sabine Zigelski (OECD, Paris)</td>
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<td>10.35-11.45</td>
<td>ONLINE SALES PLATFORMS – RETAIL MFNs AND APPAs</td>
<td>Ms Cleo Alliston and Mr Hugh Mullan (CMA, London)</td>
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<td>MFN CLAUSES IN THE ONLINE FOOD ORDERING MARKET</td>
<td>Mr Márik Pánczél (GVH, Budapest)</td>
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<td>DISCUSSION AND CLOSING REMARKS</td>
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