



Promoting Market Studies in Latin America

18-19 March 2015 -- Santiago, Chile

Agenda

The event will take place at Economic Commission for Latin America and the Caribbean's (ECLAC) Conference Hall (Avenida Dag Hammarskjöld 3477, Vitacura, Santiago de Chile). It is organised together with Chile's Fiscalía Nacional Económica, and will also benefit from the support of Chile's Ministry of Economy and the World Bank Group. There will be simultaneous Spanish-English-Spanish interpretation throughout the event. Web broadcasting will also be available.

Wednesday 18 March 2015 Launch of the OECD Report and Presentation of Results [Session will be public and open to the press]

09:00 – 09:50	<p>OPENING REMARKS</p> <p>Luis Felipe Céspedes, Minister, Ministerio de Economía, Fomento y Turismo (Chile)</p> <p>Felipe Irazábal, National Economic Prosecutor, Fiscalía Nacional Económica (Chile)</p> <p>Frédéric Jenny, Chairman, OECD Competition Committee</p> <p>Karl Zammit-Maempel, Head of Economic Affairs and Climate Change, British Embassy</p> <p>Sebastian Saez, Trade Practice Manager, The World Bank Group</p>
09:50 – 11:45	<p>PRESENTATION OF THE 6 COUNTRY CHAPTERS</p> <p>Introduction by Frédéric Jenny, Chairman, OECD Competition Committee</p> <p>Felipe Cerda, Head of Mergers and Research Division, Fiscalía Nacional Económica (Chile)</p> <p>Juan Pablo Herrera Saavedra, Coordinator, Economic Studies Group, Superintendencia de Industria y Comercio (Colombia)</p> <p>Hazel Orozco Chavarría, Economic Area Advisor, Comisión para Promover la Competencia (Costa Rica)</p> <p>Juan Manuel Espino, Deputy General Director of Special Studies, Comisión Federal de Competencia Económica (Mexico)</p> <p>Jovany Hernán Morales Silvera, Head, Department of Analysis and Market Studies, Autoridad de Protección al Consumidor y Defensa de la Competencia (Panama)</p> <p>Jesús Espinoza, Technical Secretary, Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual (Peru)</p>
11:45 – 12:15	<p>Presentation of the key conclusions of the report by Cristiana Vitale, Senior Competition Policy Expert, OECD</p>

Note: No lunch will be offered but a fixed-price (USD 20) lunch menu has been arranged for interested participants at Hotel Atton, Avda. Vitacura 3201, walking distance from the venue.

Afternoon Roundtable: The role of market studies in the authorities' toolkit

[Closed session only for participants]

14:00 – 14:10	Welcome by Frédéric Jenny , Chairman, OECD Competition Committee
14:10 – 14:45	Introduction to the role of market studies and regional experience in the area by Martha Martinez Licetti , Global Lead, Competition Policy, The World Bank Group
14:45 – 15:30	BENEFIT OF MARKET STUDIES AS AN ADVOCACY TOOL Market studies can help markets work better when obstacles and distortions to competition are not caused by competition law violations. This panel will discuss possible outcomes of market studies and the advantages these have vis-à-vis other competition tools. <ul style="list-style-type: none">• Presentation by John Kirkpatrick, Senior Director – Research, Intelligence and Advocacy, Competition and Market Authority (UK)• Presentation by Javier Coronado, Chief Economist, Economic Studies, Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual (Peru)• Commentary by Francisco Diaz, Head, Superintendencia de Competencia (El Salvador)
15:30 – 16:15	IMPORTANCE OF ACCESS TO INFORMATION HELD BY PRIVATE AGENTS AND OTHER PUBLIC ENTITIES This panel will explore the importance of having access to the information necessary for conducting market studies, both from private firms and public bodies, the difficulties that agencies often face in obtaining this information and how to address them. The panel will also discuss how other matters related with information requests, such as ensuring these are reasonable and proportionate and that confidential information is appropriately protected. <ul style="list-style-type: none">• Presentation by John Dubiansky, Attorney Advisor – Intellectual Property, Federal Trade Commission (US)• Presentation by Jacobo Campo Robledo, Economist, Grupo de Estudios Económicos, Superintendencia de Industria y Comercio (Colombia)• Commentary by Ricardo Jungmann, President, Consejo Directivo, Centro de Libre Competencia, Universidad Católica (Chile)
16:15 – 16:45	<i>Coffee break hosted by FNE</i>
16:45 – 17:30	LINKS BETWEEN MARKET STUDIES AND ENFORCEMENT ACTIONS This panel will present a description of the links between market studies and enforcement actions, including the degree to which the authorities can act upon the conclusions of the study and use the information gathered for enforcement actions. <ul style="list-style-type: none">• Presentation by Adriaan Dierx, Principal Administrator, Directorate for Competition of the European Commission (EU)• Presentation by Bertha Leticia Vega Vázquez, Deputy Director of Regulatory Analysis, Comisión Federal de Competencia Económica (Mexico)• Commentary by Marcos David Morales, Economist, Autoridad de Protección al Consumidor y Defensa de la Competencia (Panama)

17:30 – 18:15	<p>GOVERNMENT'S COMMITMENTS TOWARDS MARKET STUDIES' RECOMMENDATIONS</p> <p>This panel will discuss the difficulties of ensuring that non-binding to recommendations arising from market studies, which require legal reforms or public policy changes, are implemented by governments. In particular it will examine the experience of the UK, where the government has committed to respond to any recommendation that may be directed to them by the competition agency.</p> <ul style="list-style-type: none"> • Presentation by Adam Land, Senior Director – Remedies, Business and Financial Analysis, Competition and Market Authority (UK) • Presentation by Cinthya Arias Leitón, Head, Markets General Directorate, Superintendencia de Telecomunicaciones (Costa Rica) • Commentary by Efrain Corea, Technical Director, Comisión para la Defensa y Promoción de la Competencia (Honduras)
18:15 – 18:30	<p>Closing remarks by Mario Ybar, Deputy National Economic Prosecutor, Fiscalía Nacional Económica (Chile)</p>
19:30 – 21:00	<p><i>Cocktail reception hosted by Her Majesty's Ambassador, Fiona Clouder at the British Residence (Gertrudis Echeñique 96, Las Condes, Santiago)</i></p>

Thursday 19 March 2015
Capacity building workshops
[Closed workshops only for participants]

9:15 – 9:30

Welcome by **Frédéric Jenny**, Chairman, OECD Competition Committee

9:30 – 11:30

WORKSHOP 1: PRIORITISATION AND SELECTION OF SECTORS FOR MARKET STUDIES AND SCOPING

This workshop allows a discussion of best practices and practical considerations on how to select the markets to study, set priorities among alternatives, define the scope of the study.

- Introduction to good practices by **Héctor Lehuedé**, Senior Policy Analyst, OECD
- Presentation of country experience by **John Kirkpatrick**, Senior Director – Research, Intelligence and Advocacy, Competition and Market Authority (UK)
- Presentation of country experience by **John Dubiansky**, Attorney Advisor – Intellectual Property, Federal Trade Commission (US)
- Commentary by **Diego Petrecolla**, Regional Center of Competition for Latin America

Q&A and discussion

11:30 – 12:00

Coffee break hosted by the FNE

12:00 – 13:30

WORKSHOP 2: EX-ANTE AND EX-POST EVALUATION OF THE IMPACT OF MARKET STUDIES

This workshop will allow the discussion of best practices on how evaluate the potential impact of the recommendations that could arise from a market study and on how to assess the actual impact of recommendations, when these have been implemented.

- Introduction to good practices by **Cristiana Vitale**, Senior Competition Policy Expert, OECD
- Presentation of country experience and case studies by **John Kirkpatrick**, Senior Director – Research, Intelligence and Advocacy and **Adam Land**, Senior Director – Remedies, Business and Financial Analysis, Competition and Market Authority (UK)
- Presentation of country experience by **Adriaan Dierx**, Principal Administrator, Directorate for Competition of the European Commission (EU)
- Commentary by **Blanca Nelly Flores**, Deputy General Director for Economic Studies, Comisión Federal de Competencia Económica (Mexico)

Q&A and discussion

13:30 – 15:00	<i>Lunch hosted by the FNE</i>
15:00 – 17:15	<p>WORKSHOP 3: STAKEHOLDER MANAGEMENT</p> <p>This workshop will allow the discussion of best practices on how to manage the relation with private and public stakeholders, from the early stages of a market study to the follow up phase leading to the implementation of its recommendations. . The discussion will also address how to best handle the media and other channels of communication, which can play an important role in ensuring that the recommendations arising from market studies are implemented.</p> <ul style="list-style-type: none"> • Introduction to good practices by Leonardo Noyola, Competition Policy Expert, OECD • Presentation of country experience and case study by John Dubiansky, Attorney Advisor – Intellectual Property, Federal Trade Commission (US) • Presentation of country experience and case study by Adam Land, Senior Director – Remedies, Business and Financial Analysis, Competition and Market Authority (UK) • Commentary by Alejandro Falla, FBE Law Firm (Peru) <p>Q&A and discussion</p>
17:15 – 17:30	Closing remarks by Frédéric Jenny , Chairman, OECD Competition Committee
