

## Co-hosted with MAVCOM and MyCC Workshop – Market Definition

 **Maya Hotel, Kuala Lumpur, Malaysia**

 **5-7 September 2018**

The definition of a relevant product and geographic market is a necessary step in most competition cases. This workshop will look at the analytical and basic economics of market definition as well as the investigatory steps that can be taken to define relevant markets. Practical case examples from OECD members will be presented in order to illustrate the theoretical concepts. The participants will be asked to contribute their own experience in case studies and to join the experts in hypothetical case exercises. The panel of speakers includes expert speakers from European Commission, Korea and UK.

### Agenda

#### DAY 1 – Wednesday 5 September

<p><b>OPENING SESSION</b> 09:15 – 10:00</p>	<p><b>OPENING REMARKS</b></p> <ul style="list-style-type: none"> <li>Mr. Yeong-Soo Bae (Director General, OECD/KPC Competition Programme)</li> <li>Dr. Nungsari Ahmad Radhi (Executive Chairman, MAVCOM)</li> <li>Mr. Ruben Maximiano (Senior Competition Expert, OECD)</li> </ul> <p><b>INTRODUCTION TO THE OECD-KOREA POLICY CENTRE</b> (Video)</p> <p><b>Participants briefly introduce themselves and their agency to the group</b></p>
<p>10:00 – 11:00</p>	<p><b>OVERVIEW OF MARKET DEFINITION – main issues and basic economics</b></p> <ul style="list-style-type: none"> <li>Mr. Ruben Maximiano (Senior Competition Expert, OECD)</li> </ul>
<p>11:00 – 11:15</p>	<p><b>COFFEE BREAK</b></p>
<p>11:15 – 12:15</p>	<p><b>PRODUCT MARKET DEFINITION IN THE EU</b></p> <ul style="list-style-type: none"> <li>Mr. Daniel Boeshertz (Head of Unit, EU Commission)</li> </ul>
<p>12:15 – 14:15</p>	<p><b>GROUP PHOTO AND LUNCH</b></p>
<p>14:15 – 15:15</p>	<p><b>THE ROLE FOR GEOGRAPHIC MARKET DEFINITION</b></p> <ul style="list-style-type: none"> <li>Ms. Jurate Markeviciute (Economic Adviser, CMA, UK)</li> </ul>
<p>15:15 – 15:30</p>	<p><b>COFFEE BREAK</b></p>
<p>15:30 – 16:00</p>	<p><b>CASE STUDY: Chinese Taipei</b></p> <ul style="list-style-type: none"> <li>Mr. Jhe-Hao Yang (Officer, Chinese Taipei Fair Trade Commission)</li> </ul>
<p>18:00 –</p>	<p><b>WELCOME DINNER – hosted by the OECD/KPC</b></p>

## DAY 2 – Thursday 6 September

09:15 – 10:15	<b>MARKET DEFINITION TOOLS</b> <ul style="list-style-type: none"><li>Mr. Daniel Boeshertz (Head of Unit, EU Commission)</li></ul>
10:15 – 10:30	<b>COFFEE BREAK</b>
10:30 – 11:00	<b>CASE STUDY: Singapore</b>
11:00 – 12:30	<b>HYPOTHETICAL CASE – I</b>
12:30 – 14:00	<b>LUNCH</b>
14:00 –	<b>CULTURAL TOUR AND DINNER</b>

## DAY 3 – Friday 7 September

09:15 – 10:15	<b>BUILDING QUESTIONNAIRES FOR MARKET DEFINITION</b> <ul style="list-style-type: none"><li>Ms. Jurate Markeviciute (Economic Adviser, CMA, UK)</li></ul>
10:15 – 10:30	<b>COFFEE BREAK</b>
10:30 – 11:30	<b>DEFINING MARKETS IN KOREA</b> <ul style="list-style-type: none"><li>Mr. Sei-Beom Won (Deputy Director, Economic Analysis Div. KFTC)</li></ul>
11:30 – 12:30	<b>CASE STUDY: Malaysia</b> <ul style="list-style-type: none"><li>Mr. Adam Ahmad Abdullah (Manager, Economics Department, MAVCOM) and Ms. Melati Abdul Hamid (Senior Manager, Economics Department, MAVCOM)</li><li>Mr. Mohd Afzanizam Mohd Badrin (Senior Assistant Director, Business &amp; Economics Division, MyCC)</li></ul>
12:30 – 14:00	<b>LUNCH</b>
14:00 – 15:30	<b>HYPOTHETICAL CASE – II</b>
15:30 – 15:45	<b>COFFEE BREAK</b>
15:45 – 16:15	<b>PANEL DISCUSSION ON MARKET DEFINITION</b> <ul style="list-style-type: none"><li>All speakers</li></ul>
16:15 – 16:30	<b>CLOSING CEREMONY</b>