

OECD-Korea Regional Centre for Competition

Assessing Antitrust Market Definition And Competitive Effects Analysis

Description of Agenda

This seminar will explore useful ways of defining antitrust markets and assessing competitive effects. Topics to be discussed include: the historical role of price correlation analysis in market definition; under what circumstances product shipment patterns can be used to understand the likelihood of harm from a merger; useful market definition indices; the role of consumer choice, entry and exit in assessing market definition; as well as state of the art merger simulation exercises.

Seminar Schedule

November 14 th	
9:30-10:45	Introduction to Market Definition
10:45-11:00	<i>Break</i>
11:00-12:30	Price Correlation Theory
12:30-13:30	<i>Lunch</i>
13:30-15:30	Price Correlation Statistics
15:30-15:45	<i>Break</i>
15:45-17:00	Price Correlation Exercises
November 15 th	
9:30-10:45	Transportation Costs and Price Competition
10:45-11:00	<i>Break</i>
11:00-12:30	Shipment Models
12:30-13:30	<i>Lunch</i>
13:30-15:30	Shipment Analysis
15:30-15:45	<i>Break</i>
15:45-17:00	Critical Loss Analysis

November 16 th	
9:30-10:45	Critical Loss Analysis and Margin Estimation
10:45-11:00	<i>Break</i>
11:00-12:30	Diversion Ratios
12:30-13:30	<i>Lunch</i>
13:30-15:30	Diversion Ratios and Critical Loss
15:30-15:45	<i>Break</i>
15:45-17:00	Merger Simulation