

**WORKSHOP ON COMPETITION POLICY AND ENFORCEMENT IN REGULATED SECTORS:  
THE EC MASTERCARD DECISION, THE IMPLEMENTATION OF SEPA AND OTHER RECENT  
DEVELOPMENTS IN THE FINANCIAL SECTOR**

**BUDAPEST, HUNGARY, 8-11 DECEMBER 2008**

**WORKSHOP OBJECTIVES**

This workshop will discuss joint issues concerning regulators and competition authorities alike regarding the application of competition policy to financial markets. We will mainly focus on the far-reaching implications of the EC Mastercard decision and on the competition issues surrounding the implementation of SEPA across Europe. The workshop will consist of a series of presentations on these issues as well as case studies presented by participant countries. A roundtable discussion will follow each presentation. Participants will also discuss and debate one hypothetical merger case in the banking industry.

**AGENDA**

Hungarian Judicial Academy, Deák Ferenc conference hall

**Monday 8 December**

08.40	Meeting at the reception of the Hungarian Judicial Academy
08.45	The mini-buses leave the Hungarian Judicial Academy
09.15	Ms. Andrea Belényi's presentation on the GVH
09.50	Reimbursement of the travel costs
10.00-14.00	Sightseeing tour in Budapest
14.00-15.30	Lunch at Centrál Restaurant
15.30-	Mini-buses leave the restaurant to the Hungarian Judicial Academy

## Tuesday 9 December

09.30-09.45	Welcome and opening remarks ( <i>Andrea Belényi, GVH</i> )
09.45-10.45	Presentation of the Commission's decision in MasterCard case ( <i>Dovile Vaigauskaite, European Commission – DG Comp</i> )
10.45-11.15	Coffee Break
11.15-12.15	The implementation of SEPA (Single Euro Payments Area): Competition issues ( <i>Manuel Cabugueira, AdC- Portugal</i> )
12.15-14.00	Lunch
14.00-14.45	Country case study: Armenia – case discussant: Georgia
14.45-15.45	TBD ( <i>Hungarian financial regulator</i> )
15:45-16:15	Coffee break
16:15-17:00	Country case study: Azerbaijan – case discussant: Serbia
18.40	Meeting at the reception desk of the Hungarian Judicial Academy
19.00	Reception Dinner in the Restaurant Apetito

### Wednesday, 10 December

09:30-11:00	Hypothetical case study of a merger in the banking sector ( <i>João Pearce Azevedo, OECD</i> )
11.00-11.30	Coffee Break
11.30-12.30	Results of the hypothetical merger case and comments on the real merger case behind it ( <i>João Pearce Azevedo, OECD</i> )
12.30-14.00	Lunch
14:00-14.45	Country case study: Bulgaria – case discussant: Croatia
14.45-15.45	The work of the OFT in the financial sector: rules, tools and prioritisation ( <i>Haris Irshad, OFT -UK</i> )
15.45-16.15	Coffee break
16.15-17.15	Personal Current Accounts: Dealing with competition and regulatory issues ( <i>Patrick Greene, OFT -UK</i> )
17.15-18.00	Country case study: Belarus – case discussant: Bosnia-Herzegovina

### Thursday, 11 December

09.30-10.30	Advertising in banks and competition concerns: a focus on emerging markets ( <i>Andrea Máger, GVH- Hungary</i> )
10.30-11.15	Country case study: Macedonia – case discussant: Romania
11.15-11.30	Coffee break
11.30-12.15	Country case study: Ukraine – case discussant: Albania
12.15-13.00	Country case study: Russia Federation – case discussant: Moldova
13.00	Concluding remarks
13.00-14.30	Lunch