

OECD-Korea Policy Centre, Competition Programme

Regional Antitrust Workshop

on

The Use of Quantitative Methods in Competition Analysis

Seoul, Korea, 15-17 April 2009

Seminar Overview

This 3-day program is intended to introduce front-line competition agency staff to data collection and analysis. The methods used to analyse data -- quantitative methods -- are a valuable tool for the modern competition agency. Data can, for example, help define a market, measure the possible harm from a merger, analyse the competitiveness of a market, and provide evidence of cartel behaviour.

The program will combine theory with actual case examples. Each topic will include case studies or exercises to illustrate the concepts. The exercises will use laptop computers, which will be provided to the participants. Although presentations may include some jargon, algebra and theory, the primary focus will be on the practicalities of data collection and analysis.

The main goal of the program is to familiarize participants with basic quantitative tools. These tools can improve decisions within the competition authority, enable analysis of data presented by outside parties to the authority, and allow better use of consultants or experts. However, the program will also emphasize the limitations of such quantitative methods, especially in the absence of advanced training.

Attending Experts and Participants

China, Hong Kong, Indonesia, Japan, Korea, Mongolia, OECD, Pakistan, Singapore, Chinese Taipei, United Kingdom, United States

Seminar Agenda

Wednesday April 15 -- Supply and Demand, Critical Loss, and Market Definition

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| 9.00-9.15 | Welcome and Introduction -- Arnie Celnicker, Consultant, OECD |
| 9.15-10.00 | Overview of Using Quantitative Methods in Competition Analysis - Arnie Celnicker, Consultant, OECD |
| 10.00-10.15 | Briefing on Excel -- Sara Ross, UK CC |
| 10.15-10.30 | <i>Break</i> |
| 10.30-11.30 | Supply, Demand and Profit Maximization, Including Excel Exercises – Sara Ross, UK CC |
| 11.30-12.30 | Elasticities, Including Excel Exercises -- Mitsuru Sunada, JFTC |

12.30-13.30	<i>Lunch</i>
13.30-14.00	Introduction to Market Definition Analysis -- Arnie Celnicker, Consultant, OECD
14.00-15.00	Critical Loss, Margins and Diversion Ratios -- Matthew Weinberg, U.S. FTC
15.00-15.15	<i>Break</i>
15.15-17.00	Market Definition – Case studies -- Matthew Weinberg, U.S. FTC; Sang-Seop Noh, KFTC; Sara Ross, UK CC; Arnie Celnicker, Consultant, OECD

Thursday April 16 -- Market Definition, Data, and Statistics

9.00-10.15	Obtaining and Organizing Data -- Matthew Weinberg, U.S. FTC
10.15-10.30	<i>Break</i>
10.30-11.30	Basic Statistical Concepts (Correlation, Causation, Variance, etc.) – Mitsuru Sunada, JFTC
11.30-12.30	Basic Statistical Concepts – Excel Exercises -- Mitsuru Sunada, JFTC
12.30-13.30	<i>Lunch</i>
14.00	<i>Cultural Tour</i>

Friday April 17 -- Market Studies, Cartels, and Linear Regressions

9.00-10.30	Market Studies and Surveys -- Sara Ross, UK CC
10.30-10.45	<i>Break</i>
10.45-11.30	Market Studies and Surveys – Case Studies -- Sara Ross, UK CC; Sang-Seop Noh, KFTC
11.30-12.30	Economic Evidence in Cartel Cases – Arnie Celnicker, Consultant, OECD
12.30-13.30	<i>Lunch</i>
13.30-15.00	Introduction to Basic Linear Regression Theory -- Matthew Weinberg, U.S. FTC
15.00-15.15	<i>Break</i>
15.15-16.15	Basic Linear Regression – Case studies -- Matthew Weinberg, U.S. FTC
16.15-17.00	<i>Closing Remarks and Evaluations</i>