

OECD-Korea Regional Centre for Competition

Regional Antitrust Workshop

On

Advanced Antitrust Market Definition Analysis

Seoul, Korea, 7-9 February 2007

Seminar Overview

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.

Attending Experts and Participants

China, Hong Kong China, Indonesia,
Korea, Mongolia, OECD, Singapore, and Vietnam

Seminar Agenda

Wednesday, February 7th 2007

9:30-9:45	Welcome and Opening Remarks: Mr. Jai-un YU, Director, OECD Seoul RCC
9:45-11:00	Introduction to Market Definition
11:00-11:15	<i>Break</i>
11:15-12:30	Price Correlation Theory
12:30-2:00	<i>Lunch</i>
2:00-3:15	Price Correlation Statistics
3:15-3:30	<i>Break</i>
3:30-5:00	Price Correlation Exercises

Thursday, February 8th 2007

9:30-10:45	Transportation Costs and Price Competition
10:45-11:00	<i>Break</i>
11:00-12:30	Shipment Models and Analysis
12:30-2:00	<i>Lunch</i>
2:00-4:00	Critical Loss Analysis
4:00 and After	Evening Cultural Event

Friday, February 9th 2007

9:30-10:45	Critical Loss Analysis and Margin Estimation
10:45-11:00	<i>Break</i>
11:00-12:30	Diversion Ratios
12:30-2:00	<i>Lunch</i>
2:00-3:30	Diversion Ratios and Critical Loss
3:30-3:45	<i>Break</i>
3:45-4:30	Merger Simulation
4:30-5:00	Closing Remarks and Photo Session