

20 years



LATIN AMERICAN AND CARIBBEAN COMPETITION FORUM



27-28 September 2022

Rio de Janeiro, Brazil

DRAFT AGENDA

Documentation & logisitcs: oe.cd/lacfc – Venue: Windsor Marapendi Hotel (Barra de Tijuca), Rio de Janeiro

	TUESDAY 27 SEPTEMBER 2022
14:00 – 14:45	<p>OPENING REMARKS</p> <p>Alexandre Cordeiro Macedo, President and Alexandre Barreto de Souza, Superintendent General, Administrative Council for Economic Defense (CADE), Brazil</p> <p>Mario Umaña, Lead Trade and Competition Specialist, Integration and Trade Sector, IDB</p> <p>Frédéric Jenny, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum</p>
14:45 – 15:00	<i>Group picture and coffee break & 16:45-17:00 Coffee break</i>
15:00 – 15:30	<p>LAUNCH OF THE LAC COMPTRENDS REPORT</p> <p>Presentation by António Gomes, Deputy Director, Directorate for Financial and Enterprise Affairs, OECD and Ori Schwartz, Head, Competition Division, OECD</p>
SESSION I	STRENGTHENING INCENTIVES FOR LENIENCY AGREEMENTS
15:30 – 18:30	<p><i>Leniency programmes have played an important role in cartel enforcement in the Latin America and the Caribbean region, complementing ex officio investigations efforts. By 2020, at least 12 countries in the region have adopted a leniency programme, i.e. Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Mexico, Nicaragua, Panama, Peru and Uruguay demonstrating a generalized consensus about the usefulness of this enforcement tool. This LACCF session will discuss the recent trend related to the decrease of leniency applications, its causes and ways to address this issue by strengthening the incentives for leniency policy.</i></p> <p>Chair Fernanda Garcia Machado, Deputy Superintendent, Administrative Council for Economic Defense (CADE), Brazil</p> <p>Presentation Felipe Leitão Valadares Roquete, Head of the Leniency Unit, CADE, Brazil</p> <p>Speakers Scott D. Hammond, Partner, Gibson, Dunn & Crutcher and co-chair of the firm’s Antitrust and Competition Practice Group</p> <p>Natalie Harsdorf-Borsch, Acting Director General, Federal Austrian Competition Authority</p> <p>Francisco Schertel Mendes, Legislative Consultant of the Federal Senate in the areas of Economic Law, Business Law and Consumer Law</p> <p>For Reference Call for contributions: English Spanish</p> <p>Background paper by CADE Secretariat: English Spanish</p> <p>Note by the OECD Secretariat: English Spanish</p> <p>Contributions from: Argentina, Colombia, Costa Rica, Ecuador, El Salvador, Mexico, Peru, Spain, United States</p>
19:30 – 21:00	<i>Cocktail Reception at the Windsor Marapendi Hotel, hosted by CADE</i>



WEDNESDAY 28 SEPTEMBER 2022

SESSION II

MARKET DEFINITION IN THE OIL & GAS SECTOR

09:00 – 12:00

This session will focus mainly on competition enforcement of market definition issues in the downstream segment of the oil and gas industries. Both product and geographic dimensions will be addressed as they play an important role in the assessment of market power and consequently the competition analysis in concrete cases. This may include updates in methodologies to improve the definition of relevant markets, the interplay between products that have some degree of substitutability but are usually defined as separate relevant markets, tying and bundling strategies, vertical integration matters, and the general legal requirement to define relevant markets in enforcement cases. The session intends to cover the legal, economic, and practical dimensions of market definition in the gas sector.

Chair

Frédéric Jenny, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum

Presentation

Paulo Burnier, Senior Competition Expert, OECD

Speakers

Vinicius Carvalho, Professor, University of São Paulo and former President, CADE, Brazil

Javier Tapia, Executive-Director, Asociación de Transmisores and former Judge at Competition Tribunal, Chile

Pablo Trevisan, Lawyer and former Commissioner, CNDC, Argentina

Pamela Sittenfeld, Chief of staff, Minister of Foreign Trade, Costa Rica

For reference

Call for country contributions: [English](#) | [Spanish](#)

Issues Note by the OECD Secretariat: [English](#) | [Spanish](#)

Contributions from: Colombia, European Union, Mexico, United States

12:00 – 12:30

REPORT BY INDECOPI ON THE OECD REGIONAL CENTRE FOR COMPETITION IN LATIN AMERICA IN LIMA

Presentation by **Julián Palacín Gutiérrez**, Executive President, INDECOPI

12.30 – 13.30

Lunch Buffet offered by CADE



WEDNESDAY 28 SEPTEMBER 2022

SESSION III

MEDIA MERGERS

13:30 – 16:30

The media industry is very broad and includes several services. The media sector incorporates both the production of content, such as news, entertainment, education and research, as well as its distribution through the means of mass communication. Mass media includes the press, television and radio broadcasting, film producing, video streaming, video games, online publishing, social media and podcasting, among others.

This session will focus on the assessment of media mergers considering the new configuration of the media industry driven by the technological evolution and changes in consumer behaviour, as well as the growing importance of online services and large tech companies. In particular, the session will consider the role played by the digital platforms and the OTT content distributors in the media industry, and their competition implications.

Chairs

Ramiro Camacho Castillo, Commissioner, IFT, Mexico and **Brenda Hernández Ramírez**, Acting Chairwoman, COFECE, Mexico

Presentation

Salvador Flores Santillán, Head of the Economic Competition Unit, IFT, Mexico and **Pedro Isaac Alcalá Berhouague**, Director General of Digital Markets, COFECE, Mexico

Part 1

Expert Panel

Moderator

Ramiro Camacho Castillo, Commissioner, IFT, Mexico

Speakers

Aleksandra Boutin, Founding Partner, Positive Competition

Diana Moss, President, American Antitrust Institute

Martin Peitz, Professor of Economics, at the University of Mannheim

Feng Zhu, Professor of Business Administration, Harvard Business School, Harvard University

14:30 – 14:45

Coffee Break

Part 2

Contributions and country experiences

Moderator

Brenda Hernández Ramírez, Acting Chairwoman, COFECE, Mexico

Speakers

Desiree Delgado Arcos, Director of Market Analysis, IFT, Mexico and

Armando González Palacios, Executive Director of Digital Markets, COFECE, Mexico

António Seabra Ferreira, Legal Adviser, Cabinet of the President, AdC, Portugal

Francisca Levin V., Head of the Mergers Division, FNE, Chile

Carolina Liévano, Coordinator of Business Integration Group, SIC, Colombia

Diogo Thomson de Andrade, Deputy Superintendent, CADE, Brasil

Marisa Tierno, Director-General for Competition, CNMC, Spain

For Reference

Call for country contributions: [English](#) | [Spanish](#)

Background paper by Mexico: [English](#) | [Spanish](#)

Note by the OECD Secretariat: [English](#) | [Spanish](#)

Contributions from: Mexico, Portugal, Spain



WEDNESDAY 28 SEPTEMBER 2022

SESSION IV

CLOSING SESSION

16:30 – 17:00

Chair: Frédéric Jenny, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum

General discussion, topics for LACCF 2023.

CONCLUDING REMARKS

Frédéric Jenny, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum

Mario Umaña, Lead Trade and Competition Specialist, Integration and Trade Sector, IDB

Alexandre Barreto de Souza, Superintendent General, Administrative Council for Economic Defense (CADE), Brazil

Alexandre Cordeiro Macedo, President, Administrative Council for Economic Defense (CADE), Brazil

17:30 – 21:00

Football match at Maracanã offered by CADE

MEETINGS ON THE WEEK OF 26 SEPTEMBER 2022

Venue: Windsor Marapendi Hotel, Rio de Janeiro

27 September 2022
(09h30-12h00)

National Competition Day of Brazil

29 September 2022
(09h30-12h45)

Ibero-American Forum on Competition

29 September 2022
(15h00-18h00)

Reunión del Centro Regional de Competencia de América Latina (Meeting of the Latin American Regional Centre for Competition)

29 September 2022
19:00 – 21:00

Dinner Reception at the Windsor Marapendi Hotel, hosted by CADE

TIMING INFO FOR THE HYBRID ZOOM MEETINGS

UTC time	Rio de Janeiro	Lisbon	Paris	Washington DC	Mexico City	San Salvador	Kingston
Opening session	14:00	18:00	19:00	13:00	12:00	11:00	12:00
Session I	15:30	19:30	20:30	14:30	13:30	12:30	13:30
Session II	09:00	13:00	14:00	08:00	07:00	06:00	07:00
Session III	13:30	17:30	18:30	12:30	11:30	10:30	11:30