

# Vertical Sales Restrictions and E-Commerce

 **Budapest, Hungary**

 **11 - 13 March 2019**

## Seminar objectives

Selective and exclusive distribution systems, resale price maintenance, across platform parity agreements and various limitations on online sales can be ambiguous with regard to their competitive effects. This seminar will give a better understanding of the analysis of pro- and anti-competitive effects, and will look at the relevant case law with an emphasis on the EU experience and on e-commerce related questions. Experts from competition authorities will introduce their case experience and will practise the analysis of vertical sales restrictions with the participants in hypothetical case exercises.

## Agenda

**Venue: European Youth Center Budapest (Hungary, 1024 Budapest, Zivatar str. 1-3.)**

### Monday – 11 March 2019

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| <b>09.00-09.45</b> | <b>OPENING REMARKS, GROUP PHOTO AND INTRODUCTION</b><br>Mr József Sárái (GVH, Budapest)   |
|                    | <b>INTRODUCTION TO VERTICAL RESTRAINTS</b>  |
| <b>09.45-10.30</b> | <ul style="list-style-type: none"><li>● <b>BASIC ECONOMICS</b><br/>Mr Hugh Mullan (CMA, London)</li><li>● <b>BASIC LEGAL FRAMEWORK</b><br/>Ms Sabine Zigelski (OECD, Paris)</li></ul> |
| <b>10.30-10.45</b> | <b>COFFEE BREAK</b>   |
| <b>10.45-12.00</b> | <b>HYPOTHETICAL CASE EXERCISE – RESALE PRICE MAINTENANCE</b><br>Ms Sabine Zigelski (OECD, Paris)  |
| <b>12.00-13.30</b> | <b>LUNCH</b>  |
|                    | <b>INTRODUCTION TO RESALE PRICE MAINTENANCE</b>   |
| <b>13.30-14.00</b> | <ul style="list-style-type: none"><li>● <b>BASIC LEGAL FRAMEWORK</b><br/>Ms Sabine Zigelski (OECD, Paris)</li></ul>   |

- **BASIC ECONOMICS**  
Mr Hugh Mullan (CMA, London)

**14.00-15.00 THE AUSTRIAN FOOD RETAIL RPM CASES**  
Ms Birgit Schoißwohl (BWB, Vienna)

**15.00-15.15 COFFEE BREAK**

**15.15-15.45 COUNTRY CASE STUDY: SERBIA**  
**CASE DISCUSSANT: AZERBAIJAN**

**15.45-16.30 THE HUNGARIAN RPM EXPERIENCE**  
Mr Márk Pánczél (GVH, Budapest)

**19.00 DINNER IN THE EYC'S RESTAURANT**

## Tuesday, 12 March 2019

**09.30-10.00 COUNTRY CASE STUDY: RUSSIA**  
**CASE DISCUSSANT: ROMANIA**

**10.00-11.00 HUB&SPOKE TO RESALE PRICE MAINTENANCE – THE UK EXPERIENCE**  
Ms Cleo Alliston (CMA, London)

**11.00-11.15 COFFEE BREAK**

**11.15-11.45 COUNTRY CASE STUDY: UKRAINE**  
**CASE DISCUSSANT: CROATIA**

**11.45-13.15 LUNCH**

**13.15-14.45 HYPOTHETICAL CASE EXERCISE – ONLINE RESTRAINTS**  
Ms Sabine Zigelski (OECD, Paris)

**14.45-15.15 INTRODUCTION TO SELECTIVE AND EXCLUSIVE DISTRIBUTION**

- **BASIC LEGAL FRAMEWORK**  
Ms Sabine Zigelski (OECD, Paris)
- **BASIC ECONOMICS**  
Mr Hugh Mullan (CMA, London)

<b>15.15-15.30</b>	<b>COFFEE BREAK</b>
<b>15.30-16.15</b>	<b>ONLINE SALES PROHIBITIONS – THE PING CASE</b> Ms Cleo Alliston (CMA, London)
<b>16.15-17.00</b>	<b>INTERNET SALES RESTRAINTS IN SELECTIVE DISTRIBUTION SYSTEMS – EU AND NATIONAL CASE LAW</b> Ms Sabine Zigelski (OECD, Paris)
<b>19.00-...</b>	<b>DINNER IN THE EYC’S RESTAURANT</b>

### Wednesday, 13 March 2019

<b>09.00-10.00</b>	<b>HYPOTHETICAL CASE EXERCISE – PLATFORM MFNs</b> Ms Sabine Zigelski (OECD, Paris)
<b>10.00-10.20</b>	<b>COUNTRY CASE STUDY: GEORGIA</b>
<b>10.20-10.35</b>	<b>COFFEE BREAK</b>
<b>10.35-11.45</b>	<b>ONLINE SALES PLATFORMS – RETAIL MFNs AND APPAs</b> Ms Cleo Alliston and Mr Hugh Mullan (CMA, London)
<b>11.45-12.30</b>	<b>MFN CLAUSES IN THE ONLINE FOOD ORDERING MARKET</b> Mr Márk Pánczél (GVH, Budapest)
<b>12.30-13.00</b>	<b>DISCUSSION AND CLOSING REMARKS</b>
<b>13.00-</b>	<b>LUNCH</b>