

**Seminar on  
Market Definition**

**BUDAPEST, 7 – 9 MARCH 2017**

**SEMINAR OBJECTIVES**

The definition of a relevant product and geographic market is a necessary step in most competition cases, particularly in merger cases. We look at analytical and investigatory steps and the basic economics of market definition. Practical case examples from OECD members will be presented in order to illustrate the theoretical concepts. The participants will be asked to contribute their own experience in case studies and to join the experts in hypothetical case exercises.

**AGENDA**

Danubius Health Spa Resort Margitsziget, Budapest

**Tuesday, 7 March 2017**

09.00-09.15	Welcome and Opening Remarks (József Sárai, GVH)
09.15-09.45	Group photo and introduction
09.45-10.45	Market Definition – Introduction and Basic Economics (Ms Sabine Zigelski, OECD)
10.45-11.00	<i>Coffee break</i>
11.00-11.45	Country Case Study: Serbia Case Discussant: Bulgaria
11.45-13.00	Hypothetical Case Exercise (Ms Sabine Zigelski, OECD)

13.00-14.00	<i>Lunch</i>
14.00-15.00	Geographic Market Definition in EC Merger Control (Mr Joao Azevedo, European Commission, Belgium)
15.00-15.15	<i>Coffee break</i>
15.15-16.45	Hypothetical Case Exercise (Mr Joao Azevedo, European Commission, Belgium)
18:30 -	Welcome dinner - meeting at the hotel reception

### Wednesday, 8 March 2017

09.30-10.30	The Fnac Darty Merger (Mr Eshien Chong, Autorité de la Concurrence, France)
10.30-10.45	<i>Coffee break</i>
10.45-11.30	Country Case Study: Romania Case Discussant: Albania
11.30-12.30	Market Definition in Recent Hungarian Merger Cases (Mr Boris Martinovic, GVH, Hungary)
12.30-13.45	<i>Lunch</i>
13.45-15.00	Hypothetical Case Exercise (Ms Sabine Zigelski, OECD)
15.00-15.45	Country Case Study: Ukraine Case Discussant: Croatia
15.45-16.00	<i>Coffee break</i>
16.00-17.00	Market Definition: FTC v. Sysco (Ms Melissa C. Hill, FTC, USA)
19.00 – 21.00	Dinner in the hotel's restaurant

Thursday, 9 March 2017

- 09.00-10.00 The Use of Surveys for the Assessment of Relevant Markets and Risk of Price Increase in Merger Cases  
(Mr Eshien Chong, Autorité de la Concurrence, France)
- 10.00-10.45 Country Case Study: Russia  
Case Discussant: Bosnia and Herzegovina
- 10.45-11.00 *Coffee break*
- 11.00-12.15 Panel Discussion: Investigations – Best Practices, Shortcuts and Worst Mistakes
- 12.15-12.45 Discussion and Closing Remarks
- 12.45 *Lunch*