

Workshop on Market Studies

Seoul, Korea, 14-16 November 2107



The OECD/KPC held a workshop on market studies. The workshop introduced the main uses for market studies - support of competition enforcement and competition advocacy. Based on OECD work products, criteria for market study selection and prioritisation were introduced, followed by practical examples of market study work and the introduction of best practices for market study investigations. Possible results and enforcement and advocacy related strategies were discussed.

The OECD-Korea Policy Centre workshop in Seoul, Korea on November 14 - 16 on "Market Studies" reached participants from jurisdictions across Asia, including China, Chinese Taipei, India, Indonesia, Malaysia, Mongolia, Pakistan, the Philippines, Singapore, Vietnam, Bangladesh and Kyrgyzstan. Panellists included experts

from the Korea Fair Trade Commission, the Lithuanian Competition Council, the European Commission, the Australian Competition and Consumer Commission and the OECD.

The workshop opened with welcoming remarks from Director General Soohyun Yoon of the OECD-Korea Policy Centre. The substantive presentations of the first day started with an introductory presentation by Sabine Zigelski for the OECD. Mr. Sarunas Keserauskas for the Lithuanian Competition Council continued the introductory part of the day by presenting on criteria for market study selection and prioritisation and the Lithuanian practice. Mr. Yonghee Shin for the Korea Fair Trade Commission continued by giving an overview into the Korean framework and history of market studies as well as summarizing a number of recent studies.



The second part of the day started with a hypothetical case exercise, discussed in small groups. Participants were asked to stage a hearing and to present arguments in favour of different markets to be investigated. This exercise helped to sharpen the understanding of good selection and prioritisation criteria. The day ended with a presentation by Mr. James Mancini representing the OECD. He gave a comprehensive overview of common market study methodologies.

The second day opened with a presentation by Ms. Simone Warwick of the Australian Consumer and Competition Commission. She presented the set-up and first steps in an ongoing electricity sector market inquiry. Following this presentation Mr. Satyam Pranav for the Competition Commission of India gave insights into India's legal background and illustrated the market study practice with recent case examples. In a panel discussion all the experts engaged in brief presentations and discussions relating to practical problems such as communication with stakeholders, questionnaires, data processing and difficulties that might be encountered.

The afternoon started again with a hypothetical case exercise. The participants worked on different tasks that need planning and structuring during a market study such as prioritisation, planning of the project, planning of the investigation and hypotheses of relevant outcomes. The day concluded with a presentation by Ms. Szuzsa Cserhalim of the European Commission on the process and outcomes of the EC's e-commerce sector inquiry.

On the last day of the seminar Mr. James Mancini presented on possible outcomes for market studies and market study remedies, based on the related OECD work product. Mr. Jhih-Hong Jhang of the Chinese Taipei Fair Trade Commission introduced another country experience and added an economic perspective to the seminar by reporting on rice market investigation.

The seminar finished with another panel discussion round. Mr. Sarunas Keserauskas gave an introductory presentation on the Lithuanian experience in "selling" market study results and difficulties that can be encountered and overcome. The other panellists then added their experience and this included how to act in politically charged environments, deal with numerous stakeholders etc.

Throughout the seminar it showed that jurisdictions with experience had very similar learnings and that these can help younger jurisdictions avoid the mistakes their experienced peers have made. Participants were encouraged to conduct market studies and reminded that there was no need to start big, but that a small but relevant and contained market study could produce valuable results and provide much needed practical insights for future market studies.