

Workshop on Competition Advocacy

 Lima, Peru

 3-4 March 2020

Objective: Competition advocacy can take many different forms and target different stakeholders. This seminar will involve the exchange of experiences about advocacy efforts to governments and policy makers, the legal community, small and large businesses, and to the wider public. This will include work with the media, competition assessment of laws and regulations, evaluation and promotion of a competition authority's activities, and ideas on how to establish and promote a competition culture. A part of this seminar will more closely introduce the concept of use of market studies and sector enquiries. Experts from OECD countries will present their experience, and the seminar will promote a broad exchange among all participating jurisdictions.

This seminar is targeted at senior-level authority staff.

Agenda

Tuesday – 3 March 2020

09h00-09h15 WELCOME AND OPENING REMARKS

Ivo Gagliuffi Piercechi (Indecopi, Peru)

09h15-10h15 SESSION 1: INTRODUCTION TO COMPETITION ADVOCACY

Paulo Burnier da Silveira (OECD)

Themes: definition and goals of competition advocacy, the benefits to competition (e.g. to consumers, to firms, to productivity and growth), the competition message, advantages of competition advocacy, types of advocacy, and the role of the OECD.

10h15-11h15 SESSION 2: CREATING A COMPETITION CULTURE

Joaquín López Vallés (CNMC, Spain)

Themes: one of the goals of advocacy is to increase public awareness of the benefits of competition, as this is essential for the effectiveness of competition policy. The session will focus on how to design a communication strategy, covering issues, including effective tools for communication, tailoring messages, finding and engaging with allies, communicating with scarce resources. The discussion will enrich with examples of the CNMC and international practice.

11h15-11h30	COFFEE BREAK
11h30-12h30	<p>SESSION 3: GETTING THE GOVERNMENT, POLITICIANS, AND BUSINESSES ENGAGED</p> <p>Molly Askin (FTC, US)</p> <p>Themes: this session will focus on strategies to involve stakeholders in advocacy initiatives. Effective engagement is often predicated on an appreciation of the benefits of competition, which is part of promoting a culture of competition across society. The presentation will include lessons learned and case examples from the U.S. Federal Trade Commission's advocacy program, amongst other sources.</p>
12h30-14h00	LUNCH
14h00-15h30	CASE EXERCISE: ADVOCACY & COMMUNICATION
15h30-16h30	<p>SESSION 4: COMPETITION ASSESSMENT – THE OCDE'S COMPETITION ASSESSMENT TOOLKIT</p> <p>Paulo Burnier da Silveira (OECD)</p> <p>Themes: what is the tool kit, when to use the toolkit, how does it work, why is it an effective advocacy tool, and examples (e.g. Australia, Greece, Mexico, Portugal, and Tunisia).</p>
16h30-16h45	COFFEE BREAK
16h45-17h45	<p>COUNTRY CASE STUDY: COMPETITION ASSESSMENT PROJECT</p> <p>María José Contreras de Velasco (COFECE, Mexico)</p> <p>Themes: a Latin American national case study will be presented based on Mexico's competition assessment experience on Public Notaries regulation at a state-level.</p>
17h45-18h00	DISCUSSIONS WITH PARTICIPANTS

Wednesday, 4 March 2020

09h00-10h00 **SESSION 5: INTRODUCTION TO MARKET STUDIES AND MARKET ENQUIRIES**

Patricia Bascunana-Ambros (OECD)

Themes: what are market studies and market enquiries, when are market studies used, different types of legal powers to carry out market studies, market study selection and prioritisation.

10h00-11h15 **SESSION 6: MARKET STUDY METHODOLOGY**

Joaquín López Vallés (CNMC, Spain)

Themes: the session will present the full process of producing market studies, including selecting a good candidate, planning resources and time, investigative tools, policy recommendations, publication of the results, *ex post* evaluation. The presentation will consider the challenges and opportunities that can arise in every step, based on the experience of the CNMC.

11h15-11h30 **COFFEE BREAK**

11h30-13h00 **CASE EXERCISE: ADVOCACY & MARKET STUDIES**

13h00-14h30 **LUNCH**

14h30-15h30 **COUNTRY CASE STUDY: ADVOCACY TO REDUCE BID RIGGING IN PUBLIC PROCUREMENT**

Representative from Indecopi (Peru)

Themes: a Latin American national case study will be presented based on the Peruvian experience, including forms of co-operation between competition agencies and public procurement bodies, as well as training for public procurement officials to prevent and detect bid rigging, and inputs from the OECD's Bid Rigging Guidelines.

15h30-17h30 **ROUNDTABLE: SHARING DIFFERENT APPROACHES TO COMPETITION ADVOCACY**

** Coffee break for 15 minutes during the Roundtable.*

Moderated by Molly Askin (FTC, US) and Patricia Bascunana-Ambros (OECD)

Themes: this session would ask participants in advance to volunteer for short oral interventions sharing their experiences in competition advocacy. This would include interesting initiatives, successes and failure stories, for example with market studies, competition assessment, or public procurements.

17h30-18h00 **LESSONS LEARNED AND CLOSING**

Paulo Burnier da Silveira (OECD)

Javier Coronado Saleh (Indecopi, Peru)

Ivo Gagliuffi Piercechi (Indecopi, Peru)