

**ADVANCED LEVEL WORKSHOP:  
ANALYSIS AND PROCEDURES OF COMPLEX MERGERS**

*BUDAPEST, HUNGARY, 14-16 MAY 2013*

**WORKSHOP OBJECTIVES**

Complex mergers are a challenge to every competition authority. We will have a series of presentations by experienced speakers. The presentations will cover market definition, theories of harm, economic methodology and remedies, all relating to practical cases. We will also talk about internal and external problems to be encountered, planning and structuring of cases, and specific practical examples as well as the international dimension of merger analysis. The topics will be addressed and discussed in lectures by competition experts from OECD countries and in case studies presented by the participants. On the final day, participants will engage in a case exercise on remedies.

**AGENDA**

“Zsolnay” conference hall  
Hotel Novotel Budapest Centrum

**Tuesday, 14 May**

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| 09.00 – 09.30 | Welcome and opening remarks, group photo ( <i>László Bak, Chief of Staff, GVH</i> )                              |
| 09.30 – 10.30 | Planning and Conducting Merger Investigations ( <i>Sabine Zigelski, OECD</i> )                                   |
| 10.30 – 10.45 | Coffee break   |
| 10.45 – 11.45 | Complex Mergers: An example from the telecoms sector ( <i>Katika Komlós, European Commission, DG Comp</i> )      |
| 11.45 – 12.30 | Country case study: Croatia, case discussant: Albania  |
| 12.30 – 14.00 | Lunch in the hotel restaurant  |
| 14.00 – 15.00 | Functioning of Market Survey on Analyzing Relevant Market – via Blikk/Bors case ( <i>Szabolcs Szendrő, GVH</i> ) |
| 15.00 – 15.45 | Country case study: Russia, case discussant: Moldova   |

**Tuesday, 14 May cont'd**

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- 15.45 – 16.00 Coffee break
- 16.00 – 17.00 Diversion Ratios in Merger Assessment (Simon Chisholm, OFT, UK)
- 18.30 Meeting at the hotel reception, transfer to the welcome dinner

**Wednesday, 15 May**

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- 09.00 – 10.00 Pricing Pressure Analysis: IPR, UPP, GUPPI (Simon Chisholm, OFT, UK)
- 10.00 – 11.00 Merger in German Cable-TV Industry: Kabel Deutschland / Tele Columbus (*Christian Bongard, Bundeskartellamt*)
- 11.00 – 11.15 Coffee break
- 11.15 – 11.45 Country case study: Bulgaria, case discussant: Serbia
- 11.45 – 12.45 Investigating and Cooperating Internationally in Merger Control (*Sabine Zigelski, OECD*)
- 12.45 – 14.00 Lunch in the hotel restaurant
- 14.00 – 15.00 Commitments and cooperation with the Telecoms Regulator in the European merger case H3G/Orange (*Katika Komlós, European Commission, DG Comp*)
- 15.00 – 15.45 Country case study: Romania, case discussant: Macedonia
- 15.45 – 16.00 Coffee break
- 16.00 – 17.00 Bertelsmann/IKO TV, RTL Cases – Case Study (*Szabolcs Szendrő, GVH*)

*Dinner is available between 19.00 and 22.00 in the hotel restaurant*

**Thursday, 16 May**

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- 09.00 – 10.00 Remedies (*Christian Bongard, Bundeskartellamt*)
- 10.00 – 10.45 Country case study: Ukraine, case discussant: Montenegro
- 10.45 – 11.00 Coffee break

**Thursday, 16 May cont'd**

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11.00 – 12.30      Remedy case exercise (*Sabine Zigelski, OECD*)

12.30 – 13.00      Discussion and closing remarks

13.00 – 14.30      Lunch in the hotel restaurant

*Dinner is available between 19.00 and 22.00 in the hotel restaurant*