

Seminar: “Economic Analysis in Horizontal and Non-Horizontal Mergers”

APEC 2019 – Chile

Venue: Salón Parinacota, Hotel InterContinental.

Address: Av. Vitacura 2885, Las Condes, Santiago, Chile.

**Day 1 of the seminar (Thursday 28<sup>th</sup> February 2019)**

**1) Welcome and accreditation process**

Time: [08:30-09:10]

**2) Welcome speech and opening remarks**

Speaker: Felipe Cerda Becker – National Economic Prosecutor of Chile (s)

Time: [09:15-09:30]

**3) Economic evaluation of mergers, general perspectives**

Speaker: [Aileen Thompson – Assistant Director, Antitrust II Bureau of Economics, Federal Trade Commission \(FTC\), U.S.A.](#)

Time: [09:30-11:00]

- Overview of merger analysis in a general scope, explaining the process of the economic analysis the FTC does in a standard merger procedure, including a brief description of relevant market definitions, calculation of market shares, concentration index, upward pricing pressure measures, merger simulations, barriers to entry, among others.

**4) Relevant market definition and the use of upward pricing pressure index**

Speaker: [Paul Reeve – Head of Phase 1 Mergers Economics, Competition and Markets Authority \(CMA\), U.K.](#)

Time: [11:20-12:50]

- Overview of relevant market definition in the context of merger analysis. This section will also cover screening tools for the evaluation of horizontal mergers, such as concentration index, upward pricing pressure index (UPP and GUPPI). These concepts will be explained with the presentation of past merger cases assessed by the CMA.

Lunch break: The seminar venue is located in an area with a wide offer of restaurants that offer special discount for APEC delegates (find attached some recommended restaurants).

Time: [13:00 – 14:50]

## **5) Public policy recommendations on merger control**

Speaker: Sean Ennis – OECD Consultant, former Senior Economist at the OECD Competition Division.

Time: [15:00-15:45]

## **6) Merger assessment experiences from the perspective of different APEC economies**

Speakers:

- i) [Lourdes DaCosta – Competition Bureau, Canada](#) [15:45 – 16:15]

Coffee-break: [16:20 – 17:00]

- ii) Elena Zaeva – FAS, Russia [17:00 – 17:30].
- iii) Margaret Loudermilk, DOJ, U.S. [17:40 – 18:10].

## **Day 2 of the seminar (Friday 1st March 2019)**

### **1) Non-horizontal mergers**

Speaker: [Jan Peter van der Veer – RBB Economics, private consultancy firm.](#)

Time: [09:00 - 10:30]

- Overview of how non-horizontal mergers should be assessed in theory and from a practical approach. Special emphasis will be placed on vertical mergers, identifying quantitative tools for the evaluation of input and client, total and partial foreclosure, such as vertical upward pricing pressure index (vGUPPI) and vertical arithmetic techniques. Past merger cases where these tools have been used will be discussed.

Coffee-break: [10:30 – 11:00]

### **2) Merger simulation as a screening tool**

Speaker: [Enrique Andreu - Compass Lexecon, private consultancy firm.](#)

Time: [11:00-12:50]

- Overview of merger simulation as a screening device and the use of econometric analysis in merger control. Two recent merger cases where merger simulation was an important tool will be presented and discuss in detail.

Lunch break: The seminar venue is located in an area with a wide offer of restaurants that offer special discount for APEC delegates (find attached some recommended restaurants).

Time: [13:00 – 14:50]

### **3) Merger assessment experiences from the perspective of different APEC economies**

Speakers:

- i) Bruce Mikkelsen – ACCC, Australia [15:00 – 15:30].
- ii) [Fernando Coloma – FNE, Chile](#) [15:40 – 16:10].

Coffee-break: [16:20 – 17:00]

- iii) Yuichiro Tsuji – FTC, Japan [17:00 – 17:30].
- iv) [Lizeth Martínez – COFECE, Mexico](#) [17:40 – 18:10].