13th Annual BIICL Mergers and Markets Conference

Programme

**Introduction** by Dr. Liza Lovdahl Gormsen (Director, Competition Law Forum and Senior Research Fellow)

<table>
<thead>
<tr>
<th>Panel 1</th>
<th>Time</th>
<th>Topic</th>
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<td></td>
<td>14.00-15.10</td>
<td>Review of the year and current issues</td>
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**Chair:** Simon Priddis - Partner, Freshfields Bruckhaus Deringer

**Daniel Beard QC** - Monckton Chambers

**Sheldon Mills** - Senior Director, Mergers, Competition and Markets Authority

**Topics to be discussed:**

- Legal certainty and institutional effectiveness in merger control
- An increasing information burden for merging parties?
- Phase I counterfactuals: time to update the guidelines?
- Phase 2 referrals within a single integrated agency: independence and efficiencies
- Remedies at Phase 1 and Phase 2: scope for a new approach?

**15.10-15.30 Coffee break**

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<th>Panel 2</th>
<th>Time</th>
<th>Topic</th>
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<td></td>
<td>15.30-16.40</td>
<td>Maximising your chance for success at phase 1</td>
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**Chair:** Adrian Majumdar - Partner, RBB Economics

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**Edward Anderson** - Head of Commercial & Competition Law, Sainsbury's

**Kate Collyer** - Deputy Chief Economic Adviser, Competition and Markets Authority

**Martin McElwee** - Partner, Freshfields Bruckhaus Deringer

### Topics to be discussed:

- Engage or enrage: how best to communicate with the CMA in pre-notification and at Phase I.
- Poll-itics: where does the CMA currently stand on surveys?
- Shifting sands: What is the CMA’s latest view on screens in local mergers?
- In documents we trust: what evidence carries the most weight at Phase I?
- Too big to clear: when is fast-track best?

**16.40-17.00 Coffee break**

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<th>Panel 3</th>
<th>17.00-18.10</th>
<th>The ‘market’ for market investigations</th>
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<tr>
<td><strong>Chair:</strong> Rod Carlton - Partner, Freshfields Bruckhaus Deringer</td>
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<td><strong>Phillip Evans</strong> - Deputy Panel Chair and Inquiry Chair, Competition and Markets Authority</td>
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<td><strong>Robin Finer</strong> - Head of Department, Competition, Financial Conduct Authority</td>
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<td><strong>Bojana Ignjatovic</strong> - Partner, RBB Economics</td>
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### Topics to be discussed:

- Is there a problem on the demand side – do politicians and consumers understand the ‘service’?
- Are there supply side concerns – co-operation vs. competition among the CMA and sector regulators?
- Does the incumbent (CMA) offer a superior service? Experience from recent cases
- The new entrant’s offering (FCA): a ‘stripped down’ service, but better value?
- Do we need service innovations at the ‘diagnosis’ stage: evidence gathering and analysis?
- Are we seeing useful innovation at the ‘prescription’ stage: remedy selection and pre-testing?
- Challenges and opportunities for the authorities as this ‘market’ evolves

**18.10-19.00 Reception**