10th Anniversary Merger Control Conference
18 October 2012
Convenor – Philip Marsden

DRAFT PROGRAMME

09:00 – 09:30 Registration Tea and Coffee

09:30 – 11:00 Session 1: Inputs versus outcomes: does more analysis necessarily mean better results? Dealing with data: practical implications
- Parallel deals
- Pre-notification
- Information overload
Dealing with data: substantive impact
- Recent experience in coordinated effects cases
- The challenge of cases in "difficult" sectors (e.g. airlines)
Chair: Paula Riedel, Linklaters LLP
Speakers:
Simon Bishop, RBB Economics
Adrian Luebbert, DG-Competition, European Commission
Sheldon Mills, Office of Fair Trading

11:00 – 11:30 Break Tea and coffee

11:30 – 13:00 Session 2: Mergers of manufacturer brands and a perspective on price pressure tests
- Closeness of competition between brands
- Competition from private label products
- Retailer buyer power
- Inferences drawn from consumer level data about manufacturer level mergers
- Price pressure tests: which measure is best and when should they be used?
Chair: Adrian Majumdar, RBB Economics
Speakers:
Amelia Fletcher, Office of Fair Trading
Gregory Werden, US Department of Justice
Szabolcs Lorincz, Chief Economists Team, European Commission

13:00 – 14:00 Lunch

14:00 – 16:00 Session 3: Back to the future: reflections on the last decade and predictions for the next
- A look back on the signature cases and developments since 2001
- Divergence and convergence then and now
- Will BRIC v North Atlantic create new GE/Honeywell’s?
Chair: Simon Pritchard, Allen & Overy
Speakers:
F. Enrique Gonzalez-Diaz, Cleary Gottlieb Steen & Hamilton
Goetz Drauz, Wilson Sonsini Goodrich & Rosati
Julia Holtz, Google
Gregory Werden, US Department of Justice
Jonas Koponen, Linklaters LLP
10th Anniversary Merger Control Conference
18 October 2012

Location:
London House, Mecklenburgh Square, London, WC1N 2AB

Pricing:

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