



## 10th Anniversary Merger Control Conference

18 October 2012

*Convenor – Philip Marsden*

### ***DRAFT PROGRAMME***

09:00 – 09:30	<b>Registration</b> <i>Tea and Coffee</i>
09:30 – 11:00	<b>Session 1: Inputs versus outcomes: does more analysis necessarily mean better results?</b> <b>Dealing with data: practical implications</b> <ul style="list-style-type: none"><li>• Parallel deals</li><li>• Pre-notification</li><li>• Information overload</li></ul> <b>Dealing with data: substantive impact</b> <ul style="list-style-type: none"><li>• Recent experience in coordinated effects cases</li><li>• The challenge of cases in "difficult" sectors (e.g. airlines)</li></ul> <b>Chair:</b> Paula Riedel, Linklaters LLP <i>Speakers:</i> <b>Simon Bishop</b> , RBB Economics <b>Adrian Luebbert</b> , DG-Competition, European Commission <b>Sheldon Mills</b> , Office of Fair Trading
11:00 – 11:30	<b>Break</b> <i>Tea and coffee</i>
11:30 – 13:00	<b>Session 2: Mergers of manufacturer brands and a perspective on price pressure tests</b> <ul style="list-style-type: none"><li>• Closeness of competition between brands</li><li>• Competition from private label products</li><li>• Retailer buyer power</li><li>• Inferences drawn from consumer level data about manufacturer level mergers</li><li>• Price pressure tests: which measure is best and when should they be used?</li></ul> <b>Chair:</b> Adrian Majumdar, RBB Economics <i>Speakers:</i> <b>Amelia Fletcher</b> , Office of Fair Trading <b>Gregory Werden</b> , US Department of Justice <b>Szabolcs Lorincz</b> , Chief Economists Team, European Commission
13:00 – 14:00	<b>Lunch</b>
14:00 – 16:00	<b>Session 3: Back to the future: reflections on the last decade and predictions for the next</b> <ul style="list-style-type: none"><li>• A look back on the signature cases and developments since 2001</li><li>• Divergence and convergence then and now</li><li>• Will BRIC v North Atlantic create new GE/Honeywell's?</li></ul> <b>Chair:</b> Simon Pritchard, Allen & Overy <i>Speakers:</i> <b>F. Enrique Gonzalez-Diaz</b> , Cleary Gottlieb Steen & Hamilton <b>Goetz Drauz</b> , Wilson Sonsini Goodrich & Rosati <b>Julia Holtz</b> , Google <b>Gregory Werden</b> , US Department of Justice <b>Jonas Koponen</b> , Linklaters LLP



**British Institute of  
International and  
Comparative Law**

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### Location:

London House, Mecklenburgh Square, London, WC1N 2AB

### Pricing:

	<b>Member</b>	<b>Non-Member</b>
<b>Individual</b>	£275	£460
<b>Full-time Academic</b>	£100	£275
<b>Full-time Student</b>	£60	£100

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