

COMPETITION LAW, CONSUMER GOODS AND RETAIL

A major focus for regulators

Tuesday 23 March 2010, The King's Fund, London

Chairman: John Davies

Partner, Freshfields Bruckhaus Deringer LLP
Global Head, Consumer and Healthcare Sector Group

Special discounts for in-house lawyers, enforcement agencies and early bookings!

Distinguished speakers include:

Paul Csiszár

Director, Basic Industries, Manufacturing and Agriculture
DG Competition, European Commission

Alastair Mordaunt

Director, Services, Office of Fair Trading

Andrea Gomes da Silva

Partner, Freshfields Bruckhaus Deringer LLP

Isabel Taylor

Partner, Slaughter and May

Derek Ridyard

Partner, RBB Economics

Oliver Bretz

Partner, Clifford Chance LLP

Didier Théophile

Partner, Darrois Villey Maillot Brochier

Jaime Folguera

Partner, Uría & Menéndez

David Parker

Associate Director, Frontier Economics

Susan Hinchliffe

Partner, Arnold & Porter LLP

Jorge Padilla

Managing Director, LECC

Michael Hutchings

Competition Solicitor
Member, Competition Law Forum

Simon Priddis

Partner, Freshfields Bruckhaus Deringer LLP

Veronica Roberts

Partner, Herbert Smith LLP



Practical advice and expert comment on:

- Overview of EU and national policy announcements
- Enforcement activity and likely trends
- Information flows – the dangers: supplier/retailing contacts, 'hub and spoke' cartels, information exchange, collaboration to achieve environmental and other policy objectives, trade associations
- The customer/competitor relationship: resale price maintenance, category management, pricing – rebates, over-riders, stocking allowances, delisting
- Buyer power: nature and sources, buyer alliances, approaches of regulators
- Consolidation: FMCG and retail mergers
- Online distribution and sales restrictions



CARTEL REGULATION

Getting the Fine Down

Contributing editor: **Martin Low QC**
McMillan LLP

The globalisation of the world's economy means that cartel investigations are increasingly likely to be faced simultaneously in multiple jurisdictions. In the format adopted throughout the **Getting the Deal Through** series, the same key questions are answered by leading practitioners in 42 jurisdictions worldwide. New jurisdictions this year include Argentina, Chile, Colombia, Hungary, Lithuania, Macedonia, Nigeria, Russia and Slovenia.

"Very well done. Exhaustive. The common format from one jurisdiction to another makes reading and comparative analysis much easier. Continue the good work."

Jean Claude Najjar, General Counsel & Director of Government Relations, GE Commercial Finance (Paris)



CONSUMER GOODS AND RETAIL – ENFORCEMENT ACTIVITY AND LIKELY TRENDS

The focus of competition regulators on the supply chain and retailing of fast moving consumer goods continues to sharpen. Recent enforcement activity at EU and national level shows no sign of this abating, with the German and Dutch competition authorities both recently reporting the launch of new investigations.

In its recent report on competition issues in the food supply chain, the European Commission encouraged competition authorities to maintain vigorous and coherent enforcement in this sector.

This one-day conference will focus on these issues, with senior regulators, lawyers, economists and company representatives offering practical advice and expert comment on:

- Overview of EU and national policy announcements
- Enforcement activity and likely trends
- Information flows – the dangers: supplier/retailing contacts, 'hub and spoke' cartels, information exchange, collaboration to achieve environmental and other policy objectives, trade associations
- The customer/competitor relationship: resale price maintenance, category management, pricing – rebates, over-riders, stocking allowances, delisting
- Buyer power: nature and sources, buyer alliances, approaches of regulators
- Consolidation: FMCG and retail mergers
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FORTHCOMING GCR CONFERENCES

European State Aid Law – review of recent developments
May 2010, London

The New Vertical Restraints Block Exemption – the final rules
June 2010, Brussels

International Merger Control

A major international conference to celebrate the 20th anniversary of the EU Merger Regulation • 28 & 29 September 2010, Brussels

2010 Antitrust Litigation

October 2010, London

GCR's 2010 Competition Law Review

In-depth analysis and debate on recent developments in competition law and policy • 16 & 17 November 2010, Brussels

For further details on any of these events please contact gcrconference@GlobalCompetitionReview.com

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PROGRAMME

- Chairman: **John Davies**
Partner, Freshfields Bruckhaus Deringer LLP
Global Head, Consumer and Healthcare
Sector Group
- 08.30 Registration and coffee
- 09.10 **Introduction**
Overview of EU and national policy announcements, enforcement activity and likely trends
John Davies
Partner, Freshfields Bruckhaus Deringer LLP
Paul Csiszár
Director, Basic Industries, Manufacturing and Agriculture
DG Competition, European Commission
Alastair Mordaunt
Director, Services, Office of Fair Trading
- 09.40 **Information Flows – the Dangers**
- Supplier/retailer contacts
 - ‘Hub and spoke’ cartels
 - Information exchange
 - Collaboration to achieve environmental and other policy objectives
 - Trade associations
- Andrea Gomes da Silva (Panel Chair)**
Partner, Freshfields Bruckhaus Deringer LLP
Isabel Taylor
Partner, Slaughter and May
Alastair Mordaunt
Director Services, Office of Fair Trading
Derek Ridyard
Partner, RBB Economics
- 11.00 Coffee
- 11.20 **The Customer/Competitor Relationship**
- Resale price maintenance
 - Category management
 - Pricing: rebates, over-riders, stocking allowances, delisting
- Isabel Taylor (Panel Chair)**
Partner, Slaughter and May
Paul Csiszár
Director, Basic Industries, Manufacturing and Agriculture
DG Competition, European Commission
Oliver Bretz
Partner, Clifford Chance LLP
Didier Théophile
Partner, Darrois Villey Maillot Brochier
- 12.10 **Buyer Power**
- Nature and sources
 - Buyer alliances
 - Approaches of regulators: codes of conduct, ombudsmen, planning
- Jaime Folguera (Panel Chair)**
Partner, Uría Menéndez
Susan Hinchliffe
Partner, Arnold & Porter LLP
David Parker
Associate Director, Frontier Economics
Didier Théophile
Partner, Darrois Villey Maillot Brochier
- 13.00 Lunch
- 14.15 **FMCG and Retail Mergers**
FMCG consolidation:
- Branded v own label competition
 - ‘Must stock brands’
 - Innovative remedies
 - Use of behavioural economics
 - Emerging markets
- John Davies (Panel Chair)**
Partner, Freshfields Bruckhaus Deringer LLP
Susan Hinchliffe
Partner, Arnold & Porter LLP
Jaime Folguera
Partner, Uría Menéndez
Jorge Padilla
Managing Director, LECG
- 15.15 **Retail Consolidation**
- Approaches to market definition
 - Isochrones, fascias, diversion ratios
 - Complex remedy packages
- Oliver Bretz (Panel Chair)**
Partner, Clifford Chance LLP
Andrea Gomes da Silva
Partner, Freshfields Bruckhaus Deringer LLP
David Parker
Associate Director, Frontier Economics
- 16.15 Tea
- 16.30 **Online Distribution and Sales Restrictions**
- Vertical Restraint Block Exemption – update on progress
 - Online restrictions
 - Luxury goods suppliers
- Derek Ridyard (Panel Chair)**
Partner, RBB Economics
Simon Priddis
Partner, Freshfields Bruckhaus Deringer LLP
Veronica Roberts
Partner, Herbert Smith LLP
- 17.30 Close

Conference fees

Standard £600 + 17.5% VAT = £705.00

In-house lawyers and government agencies £500 + 17.5% VAT = £587.50

Early bird fee (before 19 February 2010)

Standard £500 + 17.5% VAT = £587.50

In-house lawyers and government agencies £400 + 17.5% VAT = £470.00

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Administrative details**Date**

Tuesday 23 March 2010

Venue

The King's Fund
11-13 Cavendish Square
London W1G 0AN
Tel: +44 (0)20 7307 2400
(Nearest underground station: Oxford Circus – Victoria, Bakerloo and Central lines)

How to registerOnline at www.GlobalCompetitionReview.com/eventsTo book call **+44 (0)20 7908 1185**

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Payment should be made within 14 days of registration. All registrations must be paid in advance of the event.

Registration fee

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Early booking fee (before 19 February 2010)

Discount of £100 off the above rates.

The registration fee includes all refreshments, lunch and the conference documentation.

Cancellations

Cancellations must be received in writing. Cancellations received in writing up to two weeks before the conference will receive a refund less 10% + VAT. Cancellations received after this date will receive a refund less 50% + VAT.

Substitute delegates are welcome at any time.**Hotel accommodation**

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Programme changes

It may be necessary for reasons beyond the control of the organisers to change the agenda, timing or the speakers.

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