

III LISBON CONFERENCE ON COMPETITION LAW AND ECONOMICS

14th & 15th January 2010

Morning

thursday
14th January

08h00 . 09h00

Registration

09h00 . 10h00

Opening Ceremony

Signing of Protocol of Technical
Cooperation between Brazilian Competition
Policy System (BCPS) and PCA

José Vieira da Silva

Minister of the Economy, Innovation and
Development

Mariana Tavares de Araujo

Secretary of Economic Law of Brazil

Rui Vilar

President, Calouste Gulbenkian Foundation

Manuel Sebastião

President, Portuguese Competition
Authority (PCA)

10h00 . 12h00

Panel I - Two-Sided Markets:

**A challenge for competition policy and
regulation?**

Payment systems and advertising are two examples of
markets that exhibit important complementarities between
groups of agents (e.g., card users and merchants; or media
companies, advertisers and viewers). These
complementarities, or network effects, raise difficult but
important efficiency and competition issues. Is market
power problematic? Is regulation desirable? If so, what kind
of regulation?

MODERATOR

Vitor Bento

President, SIBS Forward Payment Solutions

SPEAKERS

Professor Michael Katz

Haas School of Business, University of California, Berkeley

Dr David Evans

Lecturer, University of Chicago

Executive Director, Jevons Institute for Competition and
Economics

Visiting Professor, University College London

Sir Christopher Bellamy

Senior Consultant, Linklaters, LLP

11h00 . 11h15

Coffee Break

12h00 . 12h30

GUEST SPEAKER

Peter Freeman

Chairman

UK Competition Commission

**Robust Competition Decisions - the
Quest for the Holy Grail**

This talk will examine what is the proper result of a
competition investigation, including the necessary
constituent elements of the theoretical framework,
analysis and facts, and considering the appropriate
balance between fairness, thoroughness and
timeliness in coming to a decision.

12h30 . 14h00

Lunch

Afternoon

14h00 . 16h00

**Panel II - Energy markets: To what extent can competition,
security of supply and environmental protection be
reconciled?**

EU Energy Policy aims at reconciling competition concerns, security of supply
and environmental protection. Is this a credible goal? Is a laissez-faire
approach to energy markets better able to deal with the different trade-offs
between these aims, particularly in a politically volatile world? What are the
main virtues and drawbacks of a liberalised energy market? How best to deal
with market failures and with regulatory uncertainty? How best to guarantee
fuel diversity in electricity generation systems so as to promote security of
supply? What can we learn from the US experience?

MODERATOR

Mariana Tavares de Araujo

Secretary of Economic Law of Brazil

SPEAKERS

Professor James Bushnell

University of California Energy Institute, Berkeley

Professor Frank Wolak

Department of Economics, Stanford University

Ricardo Cardoso

Antitrust: Energy and Environment Unit
European Commission - DG Competition

16h00 . 16h15

Coffee Break

16h15 . 18h00

**Panel III - Competition Policy in times of crisis: which
enforcement practices best fit the principles?**

In a serious economic downturn, what might the possible balance
between economic policy decisions and competition enforcement be?
A discussion of EU and US experiences.

MODERATOR

Luís Pais Antunes

Partner, PLMJ – A. M. Pereira, Sáragga Leal, Oliveira Martins, Júdice e
Associados, Sociedade de Advogados, RL

SPEAKERS

Alberto Heimler

Chair, Working Party 2
OECD

Prof. Dr. Carl Baudenbacher

President of the EFTA Court

friday
15th January

09h30 . 10h00

Philip Lowe

Director-General, DG Competition,
European Commission

10h00 . 13h30

**Panel IV - Intellectual property and competition - complementary policies?
The case of the software and pharmaceutical industries**

An ideal system of intellectual property rights balances the incentives for innovators and innovation against the benefits from bringing innovation to the consumer at a low price. Are patents and patent policy doing the job? "Pay for delay" deals, patent thickets and the increase in patent litigation suggest that all is not well with the current system. What should be done?

MODERATOR

Luís Cabral

IESE Business School

SPEAKERS

Professor Frank Lichtenberg

Graduate School of Business, Columbia University

Professor Richard Gilbert

Department of Economics
University of California, Berkeley

Julia Holtz

Senior Competition Counsel - EMEA,
China, India
Google UK Ltd.

Jean Yves Art

Associate General Counsel, Microsoft

David R. Schmidt

Assistant Director, Department of Economics
US Federal Trade Commission

11h00 . 11h15

Coffee Break

13h30 . 15h00

Lunch

15h00 . 17h00

Panel V - Competition Policy and Single Firm Conduct: Recent developments in the EU and the US. What consequences in terms of enforcement actions?

In recent years, major debates about unilateral conduct have taken place both in the EU and the US. These debates resulted in the publication of the EU Guidelines on Article 82: Enforcement Priorities; and the US DoJ Report on Competition and Monopoly: Single Firm Conduct under Section 2 of the Sherman Act, since then withdrawn by the new Administration. What consequences will these recent developments have in terms of enforcement actions on both sides of the Atlantic?

MODERATOR

Luís Cabral

IESE Business School

SPEAKERS

Bo Vesterdorf

Senior Consultant
Plesner, Copenhagen and
Herbert Smith, LLP, London

Damien Neven

Chief Economist
European Commission - DG Competition

Thomas O. Barnett

Partner
Covington & Burling LLP

16h15 . 16h30

Coffee Break

17h00

Closing Ceremony

Launch of Competition & Regulation Publication

Fernando Serrasqueiro

Secretary of State for Trade, Services and
Consumer Protection

Eduardo Paz Ferreira

President
IDEFF – Faculty of Law, University of Lisbon

Manuel Sebastião

President, PCA

Afternoon

For more information, please contact the Conference Secretariat at:

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. General fee	250 €
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. Full-time students	50 €

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