

# BECCLE

BERGEN CENTER FOR COMPETITION LAW AND ECONOMICS

## CONFERENCE ON MERGER CONTROL

**Date:** Friday November 30, 2012, 08:30 – 16:30

**Venue:** Norwegian School of Economics, Auditorium Finn Kydland

In many jurisdictions we have seen quite active merger control during the last decade. We have also seen that academic researchers have gradually become more involved in the assessment of mergers, and contributed to the development of the methods applied for various aspects of merger control.

There has been a debate on the methods applied for ex ante analysis of mergers, illustrated by two topics:

- How suitable are merger simulations for an ex ante analysis of the anticompetitive effects of mergers, and how should we strike the balance between simplicity and accuracy?
- Should we abandon the traditional structural analysis based on market shares, and instead apply the Upward Pricing Pressure framework that is now included in the guidelines in both the US and the UK?

At the same time we have also seen a debate where many have been critical to the way merger cases are solved:

- Is the extensive use of remedies, both behavioral and structural, well founded?

Finally, there is a debate on ex post merger studies:

- How can we improve our methods for assessing the effects of both mergers being blocked and mergers being passed?

At this conference we will touch upon all these issues.

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## PROGRAM

08.30-8.50: Registration and coffee

08.50-09.00: Opening remarks by Lars Sjørgard

### Key note session:

09.00.-09.50: Daniel Rubinfeld: Challenges in merger control

### SESSION 1: THEORY OF MERGER CONTROL

09.50-10.40: Patrick Rey: [Vertical mergers and foreclosure](#)

Discussant: Tore Nilssen

10.40-11:00: Coffee break

11.00-11:50: Bjørn Olav Johansen: [Upstream conglomerate mergers, full line forcing, and the buyer power of multiproduct retailers](#)

Discussant: Kurt Brekke

11.50-12.40: Andreea Cosnita-Langlais: [Ex post or ex ante? On the optimal timing of merger control](#)

Discussant: Eirik Kristiansen

12:40-13:30 Lunch

### SESSION 2: TESTING OF MERGER CONTROL

13.30-14:20: Frank Verboven: [Does Merger Simulation Work? A “Natural Experiment” in the Swedish Analgesics Market](#)

Discussant: Øivind Anti Nilsen

14.20-15.10: Richard Friberg: [Ex post merger review and divestiture](#)

Discussant: Frode Steen

15.10-15.30: Coffee break

15.30-16.20: Richard Gilbert: [Merging in a bidding market: Quantifying the unilateral effects](#)

Discussant: Steinar Vagstad

16:20-16:30: Closing remarks by Tommy Staahl Gabrielsen

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## BERGEN CENTER FOR COMPETITION LAW AND ECONOMICS

- Kurt Brekke is professor of economics at Norwegian School of Economics
- Andreea Cosnita-Langlais is associate professor of economics at Université Paris X Nanterre
- Eirik Kristiansen is professor of economics at Norwegian School of Economics
- Frank Verboven is professor of economics at K.U. Leuven
- Øivind Anti Nilsen is professor of economics at Norwegian School of Economics
- Richard Friberg is professor of economics at Stockholm School of Economics
- Frode Steen is professor of economics at Norwegian School of Economics
- Richard Gilbert is professor of economics at University of California – Berkeley
- Steinar Vagstad is professor of economics at University of Bergen
- Tommy Staahl Gabrielsen is professor of economics at University of Bergen and director at BECCLE

### **Conference Registration:**

Registration takes place by email to [Anneliv.Scrase@snf.no](mailto:Anneliv.Scrase@snf.no) no later than November 10. The conference is free of charge. All participants are welcome to attend lunch. The conference is part of the research project 'Improving Competition policy' at SNF, funded by the Research Council of Norway.

### **A conference organized by SNF and BECCLE**

The conference is organized jointly by SNF (Institute for Research in Economics and Business Administration) and BECCLE (Bergen Center for Competition Law and Economics). BECCLE, which was established in 2011, is a center jointly owned by Norwegian School of Economics and University of Bergen, and constitutes a meeting place for economists and lawyers interested in competition policy issues.