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COMPETITION COMMITTEE**

**LATIN AMERICAN COMPETITION FORUM**

**Session III - Advocacy: Mainstreaming competition policy into the overall economic policy and government actions in Latin American and the Caribbean**

**-- Contribution from Ecuador --**

**16-17 September 2014, Montevideo, Uruguay**

*The attached document from Ecuador is circulated to the Latin American Competition Forum FOR DISCUSSION under Session III at its forthcoming meeting to be held on 16-17 September 2014 in Uruguay.*

Contact: Mario Umaña, Senior Trade and Competition Specialist, Inter-American Development Bank  
Tel: +1 (202) 623-3256; Email: mariou@iadb.org.

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# LATIN AMERICAN COMPETITION FORUM



16-17 September 2014 • Montevideo • Uruguay

## Session III - Advocacy: Mainstreaming competition policy into the overall economic policy and government actions in Latin American and the Caribbean

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### -- CONTRIBUTION FROM ECUADOR --

#### 1. Introduction

1. The purpose of the present document is to set out the actions undertaken by the Superintendency of Market Power Control (SCPM) of Ecuador on issues relating to Competition Advocacy, which have had an impact on general economic policy and on different measures adopted by other bodies, both of the central government and of economic agents in general.

2. The structure of this document presents a brief historical overview of the creation of the institution, followed by a summary of the principles of competition policies that are set out in the constitution, and a list of laws that incorporate competitiveness criteria.

3. The second section sets out the general structure of the SCPM, and goes into detail on the structure of the specific body responsible for Competition Advocacy. The analysis of the body includes the powers stipulated both in the Organic Law on the Regulation and Control of Market Power (LORCPM), and in the Regulation for the application of this Law (RLORCPM).

4. The document concludes with a presentation of the general strategy taken by the SCPM with regards to Competition Advocacy and the actions the institution has performed over the last two years of work, together with the results of these activities.

#### 2. Historical Background

5. The Superintendency of Market Power Control in Ecuador was created by the Organic law for Regulation and Control of Market Power, on October 13, 2011. This Law establishes the Superintendency as a decentralized technical control body with the power to impose penalties, with its own legal status, assets and administrative, budgetary and organizational autonomy. To this end, on July 31, 2012 the Citizen Participation Council designated Dr. Pedro Páez Pérez the first Superintendent, and he took up the post on September 6 the same year. This shows that the Superintendency is a relatively new institution and,

as such, one of the most significant actions in the exercise of its powers has been those pursued in the field of Competition Advocacy.

6. It should be emphasized that the creation of the Competition Authority in Ecuador place the country as number 129 out of 132 countries that possess a technical body for promoting the application of good practices in the context of competition.

### **3. Competition Principle at Constitutional Level and Other Laws**

7. In Ecuador, the Constitution of the Republic of Ecuador includes a number of principles relating to competition policies, which clearly frame general issues. Among other constitutional provisions, they include Article 304, which prescribes the objectives of trade policy to be the avoidance of monopolistic and oligopolistic practices, and others affecting the operation of the markets.

8. Precept 335 of the Fundamental Charter establishes that the obligations of the state include regulation, control and intervention, where necessary, in economic exchange and transactions; as well as to define a pricing policy oriented towards protecting domestic production and establishing punitive mechanisms to avoid monopolies or oligopolies or the abuse of dominant position in the market, along with other anti-competitive practices. Meanwhile, Article 336 of the Constitution stipulates the duty of the state to promote and oversee fair trade mechanisms as a means of access to quality goods and services, helping to reduce market distortions produced by intermediation and promoting sustainability, with the goal of ensuring transparent and efficient markets, by fostering competition in equality of conditions and opportunities.

9. It should further be emphasized that there are a number of regulatory frameworks at a national level that establish competitive principles, including:

- Constitution of the Republic of Ecuador;
- Organic Law on the Regulation and Control of Market Power;
- Special Law on Telecommunications;
- Organic Law on Consumer Protection;
- Organic Integral Criminal Code;
- General Law on Insurance;
- Organic Law on Strengthening and Optimizing the Corporate and Financial Sectors (*Ley Orgánica Fortalecimiento Optimización Sector Societario Bursátil*);
- Law on the Securities Market;
- Organic Law on Financial System Institutions.

#### 4. General Structure of the Superintendency of Market Power Control

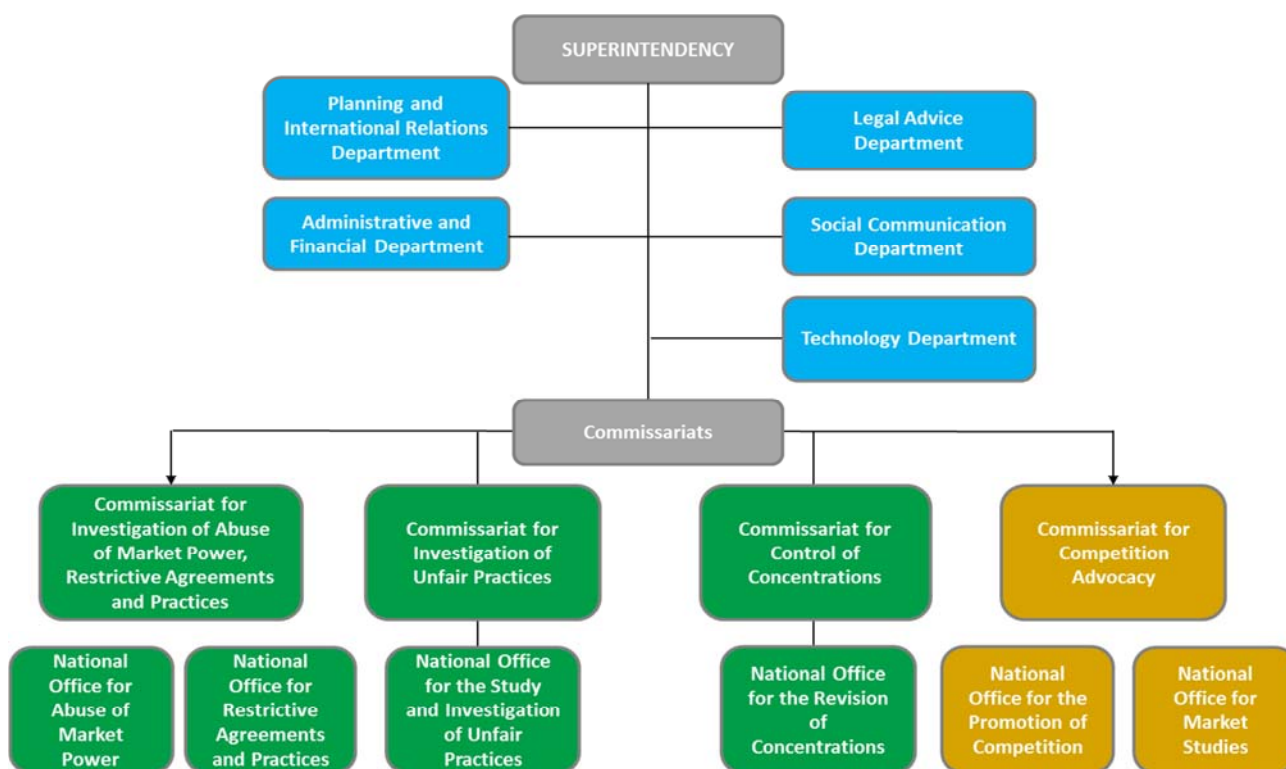
10. The structure of the SCPM is divided on the basis of the activities undertaken, which are divided into three general groups: 1. Consulting Enabling Activities, 2. Support Enabling Activities, and 3. Value-Adding Activities. Given the subject at hand only those units relating to Value-Adding Activities will be described.

11. Value-Adding Activities are divided into Commissariats, which are based on actions and analysis that is both ex-ante (Commissariat for Control of Concentrations and Commissariat for Competition Advocacy) and ex-post (Commissariat for Investigation of Abuse of Market Power, Restrictive Agreements and Practices and the Commissariat for Investigation of Unfair Practices).

12. It is important to emphasize that the SCPM does not include specific areas for the protection of the consumer or of purchases. In Ecuador these responsibilities are assigned to the Public Defender's Office and the National Service for Public Procurement, respectively, both of which are independent in both their administrative and operating structure. Despite this, the SCPM has undertaken different actions that include joint efforts, which have strengthened the internal institutionality and inter-institutional relations.

13. The following presents an outline of the general structure of the SCPM, showing that the institution has a unit specifically dedicated to Competition Advocacy (in yellow).

**Figure 1. : Structure of the Superintendency of Market Power Control**



**Source:** Organic Statute of Organizational Management by Processes.

**Prepared by:** Commissariat for Competition Advocacy.

## **5. Structure of the Commissariat for Competition Advocacy**

14. The Commissariat for Competition Advocacy, based on the Organic Statute of Organizational Management by Processes has the following powers and responsibilities:

- a) To issue opinions of a binding nature on competition matters regarding laws, regulations, circulars and administrative acts;
- b) Issue recommendations of a general or sectoral character regarding the modes of market competition;
- c) Direct actions, in coordination with the competition agencies, in the negotiation of international treaties, agreements or conventions regarding regulations or policies concerning competition and the free market;
- d) Direct actions before the public institutions it considers necessary for the implementation of appropriate actions to guarantee the full and effective application of the Law;
- e) Support the drafting of agreements with user and consumer associations to promote community participation in boosting competitiveness and market transparency;
- f) Prepare reports and propose measures to the Superintendency to promote the removal of regulatory or de facto barriers to market entry that exclude or limit the participation of economic agents;
- g) Present technically justified proposals to the Superintendency for the regulation and establishment of normative acts applicable to the different economic sectors;
- h) Direct actions to support and advise the government to promote and protect competition between economic agents in conditions of equality;
- i) Direct actions to simplify administrative procedures in order to promote free competition between economic agents;
- j) Follow up the measures taken by public bodies to remove regulatory or de facto barriers to market entry that exclude or limit the participation of economic agents;
- k) Promote studies and research into competition matters and the dissemination of market studies;
- l) Respond to the questions concerning regulated sectors and public subsidies presented to the Superintendency.

15. According to its organic structure, the powers and responsibilities of the Commissariat for Competition Advocacy (see Figure 1), are divided into two sections: Market Studies and Promoting Competition.

## **6. National Office for Market Studies (DNEM)**

16. The mission of the National Office for Market Studies (DNEM) is to carry out economic studies relating to the application of the Law and to promote the process of competition and the free market.

17. As part of this mission, the DNEM has undertaken a number of efforts, including most notably market studies and investigations, which are classified into three types: i) Market Studies; ii) Recommendation Reports; iii) Executive Report.

## **7. Market Studies**

18. The studies undertaken by this unit concern sectors of the economy that have a greater impact on the general population. The analysis focuses on sectors including: insurance, cement, telecommunications, financial products, pharmaceuticals, liquid oxygen, football broadcasting, LPG, public procurement, palm oil, public transportation, air travel, food, sugar, cardboard, leather, animal feed, vehicles, supermarkets, cinemas (the total number and list of the studies undertaken is shown in Table No. 1 of Appendix No.1).

## **8. Recommendation Reports**

19. According to the legal statutes, rulings made by the SCPM are binding, while recommendations are of a general character and not binding. Nevertheless, a positive impact of this power has been observed, as substantial effort has been made by economic agents and state bodies to comply with the recommendations. Between 2013 and 2014 to date, the SCPM has issued a total of 21 recommendations, which are set out in Table No. 2 of Appendix No. 2.

## **9. National Office for the Promotion of Competition (DNPC)**

20. The mission of this unit is to perform the actions required to promote standards concerning the regulation and control of market power and develop inter-institutional relations between the Superintendency and public and private entities to train them in the application of the Law of Control of Market Power and its Regulations.

21. The powers of the DNPC include the aim of integrating competition policies and creating awareness in civil society about its participation in the market; to this end the SCPM regularly presents seminars and workshops to train both the staff of economic operators and the general public. This is reflected in the 32 international seminars (see Table No. 3), over 30 national training sessions (see Table No. 4), more than a dozen talks and training sessions (see Table No. 5), more than 40 national seminars (see Table No. 6) and more than a dozen national workshops carried out by the SCPM.

22. In addition, it is important to emphasize that one of the principal actions carried out by the unit is to promote the signing of agreements with different actors at a national level. As a result, the SCPM has 18 agreements signed with different universities at a national level (see Table No. 7), which cover issues of research and development in the field of competition; as well as 9 agreements with different government institutions, relating to the dissemination and strengthening of technology (see Table No. 8), as well as with decentralized autonomous governments, with whom 11 agreements have been signed (see Table No. 9).

## **10. Competition Promotion Strategy in Ecuador**

23. Article 96 of the Constitution acknowledges collective organization “as an expression of popular sovereignty to develop self-government processes and impact on public decisions and policies and in social control at all levels of government.” This, together with the aim of strengthening the power of citizens to guarantee democratic processes and the alternation in power of their leaders, is the foundation for the activities carried out by the Commissariat for Competition Advocacy (seminars, workshops, training sessions, among others) which have enabled the formation of a network of informed and trained citizens regarding their right to actively participate in the control and oversight of markets.

24. Citizen outreach complements the SCPM’s main activities of market analysis and investigation of cases, since the participation of the public, academia and economic agents produces results that favor market operation.

25. It is worth highlighting that the majority of seminars, workshops and other activities undertaken by the SCPM have been supported by the universities, which are the principal beneficiaries of the seminars. Additionally, in 2013 grants were provided to undertake undergraduate theses on competition issues. A further 40 grants were made available to academics interested in undertaking postgraduate studies in competition matters. Despite this initiative, no projects were received.

26. Meanwhile, together with the mass media channels used to circulate the work undertaken by the SCPM, the institution has its own television program to disseminate the LORCPM and the activities undertaken by the Superintendency in the exercise of its powers. With the weekly program “The Power of the Market,” citizens can keep informed about the activities carried out by the body, and see reports about the issue of competition and the economic situation of Ecuador and other countries.

27. This program is broadcast nationwide on the channel of the National Assembly and the Network of Community Channels, and at a local level on TeleSucesos and TV Norte on Thursdays and Fridays, respectively. The program will soon also reach Ecuadorian households via provincial TV channels and radio stations around the country.

28. Thus far, 69 programs of “The Power of the Market” have been broadcast, 43 with audiovisual production by institution staff. They have involved the participation of leading national figures and international experts in the field of competition, including William Black, Eduardo Barcesat, David Harvey, Bruno Lacer, Guillermo Rodríguez Lara, and Jaime Galarza.

29. Another part of the social communication strategy is the on-line series entitled “Ciudad Quinde,” a dramatized series that explains, on the basis of parallel stories taken from everyday life, how anticompetitive practices arise.

30. The series is created by a professional group of actors and production team, ensuring that viewers are provided with an enjoyable, content-rich experience that provides food for thought. There are 14 chapters each lasting 16 minutes, and they are available at [www.ciudadquinde.tv](http://www.ciudadquinde.tv)

31. The on-line strategy also incorporates other products to complement the interactive series, including: discussion forums, video games, comics, a market simulator, and others.

32. These are audiovisual products with high production values and quality content that provide citizens with truthful and objective information through public interest programs, to ensure high viewing figures.

## APPENDIX NO. 1.

Table No. 1 Market Studies, Agreements, Codes and Guides 2013-2014

| MARKET STUDIES, AGREEMENTS, CODES AND GUIDES |                                                                                                                              |                                                                                                                                                                                                                                        |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| No.                                          | Name of Study                                                                                                                | Objective of Justification for Study                                                                                                                                                                                                   |
| 1                                            | Manual of Good Trade Practices                                                                                               | Avoid abuses of suppliers by supermarkets                                                                                                                                                                                              |
| 2                                            | Structure of public procurement and competition (Pharmaceuticals)                                                            | Understand the market structure, level of concentration and dynamic among operators in this sector.                                                                                                                                    |
| 3                                            | Supermarkets: national structure, shareholding relationship and international cases                                          | General description of the principal supermarket chains in Ecuador, and identification of shareholding relationships, both domestic and international of these economic agents.                                                        |
| 4                                            | Financial balances of supermarkets                                                                                           | Analysis of financial situation (Balances, Financial Statements and Results).                                                                                                                                                          |
| 5                                            | Market structure and concentration of securities                                                                             | Identify possible distortions in the market.                                                                                                                                                                                           |
| 6                                            | Report on ATMs Financial Institutions                                                                                        | Advertising in ATMs                                                                                                                                                                                                                    |
| 7                                            | Trade operations between Brazil and Argentina during the period 2012 - 2013                                                  | Foreign trade between Argentina and Brazil. Report on <i>América Economía</i> magazine.                                                                                                                                                |
| 8                                            | Report on the partner saving program                                                                                         | Program analysis                                                                                                                                                                                                                       |
| 9                                            | Agricultural insurance                                                                                                       | Analysis of the dynamics of the agricultural insurance branch, operators and institutions involved.                                                                                                                                    |
| 10                                           | Guide to out-of-date medicines.                                                                                              | Protect consumer health, remove out-of-date medicines from the market.                                                                                                                                                                 |
| 11                                           | Manual of Good Pharmaceutical Practices                                                                                      | Avoid abuses of suppliers                                                                                                                                                                                                              |
| 12                                           | Domestic credit and export insurance                                                                                         | Market structure                                                                                                                                                                                                                       |
| 13                                           | Economic concentration by type and brand of car. Shareholder relationship of assemblers and sellers and international cases. | Spares and parts, financing conditioned to insurers, sales conditioned to tracking devices.                                                                                                                                            |
| 14                                           | Structure of cardboard market                                                                                                | Understand structure of cardboard market to determine the existence of distortions that may affect competition and locate the principal dependency of cardboard dealers, in order to open a new line of investigation where necessary. |
| 15                                           | Structure of national air passenger transport (Shareholder relationship and international cases in the sector)               | Overselling of flights, cancellations and delays. Promotions. Normative analysis of assignation of frequencies and barriers to entry. Gasoline subsidies by type of use.                                                               |
| 16                                           | Cement                                                                                                                       | Analysis of market, competition, sales and distribution.                                                                                                                                                                               |
| 17                                           | Medicinal oxygen                                                                                                             | Determine the state of the competition                                                                                                                                                                                                 |

|    |                                                                                                                                                 |                                                                                                                                                                                                                                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 18 | Guide to out-of-date food                                                                                                                       | Protect consumer health, remove out-of-date products from the market.                                                                                                                                                               |
| 19 | Patents                                                                                                                                         | Identification of possible distortions, principally barriers to entry generated by the patent systems in the pharmaceutical sector in the country that may damage the pharmaceutical industry in the first instance, and consumers. |
| 20 | Market structure and economic operators, shareholder relationship, georeferencing of drugstores in Quito and international cases in the sector. | Generate input for commissariats, georeferencing, normative regulation of the sector, franchise contracts-at all levels-                                                                                                            |
| 21 | Structure of the corn market                                                                                                                    | Market structure, price subsidies and supply restriction. International cases.                                                                                                                                                      |
| 22 | Financial Sector: Information and competition in the financial sector                                                                           | Market structure                                                                                                                                                                                                                    |
| 23 | Advertising private sector                                                                                                                      | Competition in the advertising market in the private sector                                                                                                                                                                         |
| 24 | Life insurance                                                                                                                                  | Market structure and level of concentration                                                                                                                                                                                         |
| 25 | Chicken and egg market                                                                                                                          | Market structure, dependency on corn, informality. International cases.                                                                                                                                                             |
| 26 | Ground transportation in Loja (Cooperativa Alma Lojana)                                                                                         | Identify the possible existence of an oligopoly in ground transportation services in Loja                                                                                                                                           |
| 27 | Price subsidies in various products                                                                                                             | Banana, sugar, rice, cocoa, sugar cane, corn, palm and potato.                                                                                                                                                                      |
| 28 | Own brand                                                                                                                                       | Analyze the own-brand sector and identify potential distortions in the market                                                                                                                                                       |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 2 Market Studies, Codes and Guides  
2013-2014**

| RECOMMENDATIONS ISSUED BY THE SUPERINTENDENCY OF MARKET POWER CONTROL |                                    |                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                         |
|-----------------------------------------------------------------------|------------------------------------|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Recommendation No.                                                    | Date of Issue                      | Subject                                                                             | Directed to:                                                                                                                                                                                                                                                                                                                                                                            |
| 001                                                                   | 21-aug-2013                        | Financial (asymmetry of information)                                                | Superintendency of Banks and Securities<br>Superintendency of Popular and Solidarity Economy                                                                                                                                                                                                                                                                                            |
| 002 and 006                                                           | R2: 21-aug-2013<br>R6: 20-sep-2013 | R2: Labeling of products<br>R6: GMO labeling                                        | Ministry of the Environment<br>Ministry of Industry and Productivity<br>Ministry of Public Health<br>Ecuadorian Standardization Institute<br>National Agency for Sanitary Regulation, Control and Oversight<br>Public Defender's Office<br>National Institute for Public Health Research<br>National Autonomous Institute for Agricultural Research<br>National Customs Service Ecuador |
| 003                                                                   | 21-aug-2013                        | Light oils                                                                          | National Agency for Sanitary Regulation, Control and Oversight                                                                                                                                                                                                                                                                                                                          |
| 004 and 009                                                           | R4: 21-aug-2013<br>R9: 23-sep-2013 | R4: Human Development Bonus<br>R9: Domestic Roaming Rates                           | National Telecommunications Board<br>Coordinating Ministry for Social Development<br>Superintendency of Telecommunications                                                                                                                                                                                                                                                              |
| 005 and 012                                                           | R5: 21-aug-2013<br>R12: 1-nov-2013 | R5: Branded drugs<br>R12: Generic drugs                                             | Ministry of Public Health<br>National Assembly                                                                                                                                                                                                                                                                                                                                          |
| 007 and 008                                                           | R7 and R8: 20-sep-2013             | R7: Competitive processes (Telecommunications)<br>R8: Spectrum (Telecommunications) | National Telecommunications Board<br>Ministry of Telecommunications                                                                                                                                                                                                                                                                                                                     |
| 010                                                                   | 31-oct-2013                        | Effective tariff (Telecommunications)                                               | Superintendency of Telecommunications                                                                                                                                                                                                                                                                                                                                                   |
| 011                                                                   | 31-oct-2013                        | Air fares                                                                           | National Directorate of Civil Aviation                                                                                                                                                                                                                                                                                                                                                  |
| 014                                                                   | 11-nov-2013                        | Generic agricultural inputs                                                         | Ministry of Agriculture, Livestock, Aquaculture and Fisheries<br>Ecuadorian Agency for Agricultural Quality – AGROCALIDAD                                                                                                                                                                                                                                                               |
| 015                                                                   | 11-nov-2013                        | Electronic cash (Mobile Payments)                                                   | Central Bank of Ecuador                                                                                                                                                                                                                                                                                                                                                                 |
| 016                                                                   | 11-nov-2013                        | Standard INEN 1 108 (Drinking water)                                                | SENAGUA<br>Ministry of Public Health                                                                                                                                                                                                                                                                                                                                                    |
| 017                                                                   | 04-dec-2013                        | Undertakings to desist                                                              | Economic Operators                                                                                                                                                                                                                                                                                                                                                                      |
| 001                                                                   | 17-feb-2014                        | Exclusivity clauses                                                                 | Economic Operators and Public Authorities                                                                                                                                                                                                                                                                                                                                               |
| 002                                                                   | 17-feb-2014                        | Advertising generic drugs                                                           | Ministry of Public Health<br>ARCSA                                                                                                                                                                                                                                                                                                                                                      |
| 003                                                                   | 17-feb-2014                        | Out-of-date drugs and food                                                          | ARCSA<br>Ministry of Public Health                                                                                                                                                                                                                                                                                                                                                      |

|     |             |                                                          |                                                                                                              |
|-----|-------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 004 | 17-feb-2014 | Transparency in the film market and relevant information | National Film Board<br>Coordinating Ministry for Knowledge and Human Talent                                  |
| 005 | 18-Mar-14   | Reform to Decree 2592 on the sale of LPG                 | Hydrocarbon Regulation and Control Agency<br>Hydrocarbon Secretariat<br>Minister for Non-renewable Resources |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 3 International Seminars 2013-Sept 2014**

| SEMINAR                                                                                                                                                                                                      | CITY      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| I International Workshop Regulation of Market Power                                                                                                                                                          | Quito     |
| II International Workshop Dialogue on Fostering Competition and Anti-monopoly Practices                                                                                                                      | Quito     |
| III International Workshop Techniques for Dealing with Cases of Competition                                                                                                                                  | Quito     |
| IV International Workshop Technology and Market Regulation in Latin America - Telecommunications                                                                                                             | Quito     |
| V International Workshop Collusion in Public Procurement                                                                                                                                                     | Cuenca    |
| VII International Seminar Workshop "Air Transport in the Development of the Inbound Tourism Strategy"                                                                                                        | Quito     |
| VIII International Seminar "Energy Market as a Strategic Sector in Ecuador"                                                                                                                                  | Quito     |
| IX International Seminar Pharmaceutical Market                                                                                                                                                               | Quito     |
| X International Seminar and V Technology and Market Regulation: Food Sector                                                                                                                                  | Manta     |
| XI International Seminar: The Connection between Intellectual Property, Competition and Policies of Access to Health                                                                                         | Quito     |
| XII International Seminar: "The Role of the Small Business in Public Procurement from the Perspective of Competition Policy"                                                                                 |           |
| XIII International Seminar, VI Technology and Market Regulation: Textile Market                                                                                                                              | Ibarra    |
| XIV International Seminar: Transparency and Abuse of Market Power                                                                                                                                            | Quito     |
| XV International Seminar and VII Technology and Market Regulation: Food Sector II                                                                                                                            | Guayaquil |
| XVI International Seminar and VIII Technology and Market Regulation: "The Popular and Solidarity Economy, New Regional Financial Architecture and Regional and Information and Communications Technologies." | Quito     |
| XVII International Seminar and IX Technology and Market Regulation Health Sector                                                                                                                             | Quito     |
| XIX International Seminar and X Technology and Market Regulation: "Telecommunications II"                                                                                                                    | Quito     |
| XX International Seminar "Multinationals and Economic Crisis"                                                                                                                                                | Quito     |
| XXI International Seminar: "Public Services: Drinking Water and Drainage"                                                                                                                                    | Quito     |
| XXII International Seminar: The State, Civil Society and the Ethical Market                                                                                                                                  | Quito     |
| XXIII International Seminar and XI Technology and Market Regulation: Telecommunications Market III                                                                                                           | Cuenca    |
| XXIV International Seminar and XII Technology and Market Regulation: Energy Market II                                                                                                                        | Quito     |
| XXV International Seminar: Market Control and Corporate Ethics in the Dairy Sector                                                                                                                           | Cayambe   |
| XXVI International Seminar: "Convergence between Intellectual Property and Competition"                                                                                                                      | Quito     |
| XXVII International Seminar: "Market Power and the Media"                                                                                                                                                    | Quito     |
| XXVIII International Seminar: "Competition Law II"                                                                                                                                                           | Quito     |
| XXIX International Seminar and XIII Technology and Market Regulation: "Tannery and Textile Market"                                                                                                           | Ambato    |
| XXX International Seminar: "Financial and Securities Sector"                                                                                                                                                 | Guayaquil |
| XXXI International Seminar: "Poultry Market"                                                                                                                                                                 | Quevedo   |
| XXXII International Seminar "Competition in Markets and Supermarkets"                                                                                                                                        | Guayaquil |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 4 Training Sessions  
2013-Sept2014**

| Training                                                                                     | City                                               |
|----------------------------------------------------------------------------------------------|----------------------------------------------------|
| Training Alpina Company                                                                      | Quito                                              |
| Training for SENPLADES officials                                                             | Quito                                              |
| Guide for determining the amount of fines                                                    | Quito                                              |
| Training for students enrolled in the Economic Support Program                               | Quito, Guayaquil, Cuenca, Ibarra, Ambato, Guaranda |
| Training for the Quito Chamber of Commerce                                                   | Quito                                              |
| Workshop on Transparency, Citizen Participation and Social Oversight and Fighting Corruption | Ibarra                                             |
| Information meeting, Training for young students from the south of the country               | Guayaquil                                          |
| Information meeting, Training for young students from the south of the country               | Loja                                               |
| Training Serie Ciudad Quinde                                                                 | Quito                                              |
| Impact Ciudad Quinde Series                                                                  | Guayaquil                                          |
| Impact Ciudad Quinde Series                                                                  | Guayaquil                                          |
| Impact Ciudad Quinde Series                                                                  | Quevedo                                            |
| Impact Ciudad Quinde Series                                                                  | Portoviejo                                         |
| Precongress on Accounting and Auditing, Quevedo                                              | Quevedo                                            |
| 1st Congress on Accounting and Auditing, Quevedo                                             | Quevedo                                            |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 5 Talks  
2013-Sept 2014**

| Talk                                                                                                              | City                     |
|-------------------------------------------------------------------------------------------------------------------|--------------------------|
| Medicine Forum                                                                                                    | Quito                    |
| Manual Dissemination of Good Trade Practices                                                                      | Quito                    |
| Manual Dissemination of Good Trade Practices                                                                      | Guayaquil                |
| Talk on Market Power Control and Fostering Competition                                                            | Chaguarpamba             |
| Talk on the Organic Law on the Regulation and Control of Market Power                                             | Huaquillas and Arenillas |
| Organic Law on the Regulation and Control and its Communication strategies production of the Ciudad Quinde Series | Zamora Chinchipe         |
| Organic Law on the Regulation and Control and its Communication strategies production of the Ciudad Quinde Series | Cariamanga               |
| Organic Law on the Regulation and Control and its Communication strategies production of the Ciudad Quinde Series | Zaruma                   |
| Organic Law on the Regulation and Control and its Communication strategies production of the Ciudad Quinde Series | Machala                  |
| Organic Law on the Regulation and Control and its Communication strategies production of the Ciudad Quinde Series | Loja                     |
| Talk on the Organic Law on the Regulation and Control of Market Power                                             | Zapotillo                |
| Campaign on transparent market                                                                                    | Loja                     |
| Citizen Fair Invitation by MIPRO                                                                                  | Loja                     |
| Citizen Fair Government of Loja                                                                                   | Loja                     |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 6 National Seminars  
2013-Sept 2014**

| NATIONAL SEMINARS                                                                                                                      | CITY      |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------|
| First National Conference of Law Faculties in Ecuador                                                                                  | Guayaquil |
| Monopolies and Politics in the Last Century                                                                                            | Quito     |
| Rural Modernization and Urbanization in the Last 50 years, Transition from the Estate to the City                                      | Quito     |
| Oil, Economy and State in the Last 50 Years                                                                                            | Quito     |
| Industrialization and Financing Process in Ecuador                                                                                     | Quito     |
| Market and Technology                                                                                                                  | Quito     |
| The Social Struggle against the Abuses of the Monopolies                                                                               | Quito     |
| Regional Monopoly Groups and Political and Economic Disputes over the last Century                                                     | Quito     |
| Talk on Intellectual Property, Competition and Opportunities for Technological Innovation                                              | Quito     |
| Innovation, Structural Change and Economic Development                                                                                 | Quito     |
| Monopolies and Power in the History of the Guayas Basin in the Last Century                                                            | Guayaquil |
| Monopolies and their Influence on the History of Loja                                                                                  | Loja      |
| Contemporary Legal Doctrines and their Impact on Competition Law                                                                       | Guayaquil |
| Undertaking to Desist and Fine Waiver Program                                                                                          | Quito     |
| Undertaking to Desist and Fine Waiver Program-Guayaquil                                                                                | Guayaquil |
| Undertaking to Desist and Fine Waiver Program-Cuenca                                                                                   | Cuenca    |
| Monopolies in the Social and Economic Reality of Azuay                                                                                 | Cuenca    |
| Undertaking to Desist - Cuenca Chamber of Commerce                                                                                     | Cuenca    |
| Legal Doctrines and Competition Law                                                                                                    | Quito     |
| Conference "Foreign Trade and Competition Policies"                                                                                    | Quito     |
| An analysis of the function of market regulation and free competition in the context of the Constitutional State of Rights and Justice | Quito     |
| Responsible Consumption and the Solidarity Economy in Ecuador                                                                          | Quito     |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 7 Agreements with National Universities  
2013-Sept 2014**

| No. | UNIVERSITY                                                   | CITY      | Type of Agreement                                                                                                                   |
|-----|--------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Pontificia Universidad Católica del Ecuador, Ibarra campus   | Ibarra    | Research and Development in the field of Competition                                                                                |
| 2   | Universidad de Guayaquil                                     | Guayaquil | Research and Development in the field of Competition                                                                                |
| 3   | Universidad del Azuay                                        | Cuenca    | Research and Development in the field of Competition                                                                                |
| 4   | Universidad Politécnica Salesiana                            | Cuenca    | Research and Development in the field of Competition                                                                                |
| 5   | Universidad Estatal de Bolívar                               | Bolivar   | Research and Development in the field of Competition                                                                                |
| 6   | Universidad Nacional de Chimborazo                           | Riobamba  | Research and Development in the field of Competition                                                                                |
| 7   | Escuela Superior Politécnica del Litoral (ESPOL)             | Guayaquil | Research and Development in the field of Competition                                                                                |
| 8   | Universidad Técnica de Manabí                                | Manabí    | Research and Development in the field of Competition                                                                                |
| 9   | Universidad Internacioal del Ecuador UIDE                    | Quito     | Research and Development in the field of Competition                                                                                |
| 10  | Universidad Regional Autónoma de los Andes                   | Quito     | Research and Development in the field of Competition                                                                                |
| 11  | Universidad Particular de Especialidades Espíritu Santo UEES | Guayaquil | Research and Development in the field of Competition                                                                                |
| 12  | Universidad de Cuenca                                        | Cuenca    | Research and Development in the field of Competition                                                                                |
| 13  | Universidad de UTP de Loja                                   | Loja      | Research and Development in the field of Competition                                                                                |
| 14  | Universidad Nacional de Loja                                 | Loja      | Research and Development in the field of Competition                                                                                |
| 15  | Universidad Central del Ecuador                              | Quito     | Research and Development in the field of Competition                                                                                |
| 16  | Universidad Católica Santiago de Guayaquil                   | Guayaquil | Research and Development in the field of Competition                                                                                |
| 17  | Universidad Central del Ecuador Addendum to agreement        | Quito     | Coordinate and manage financial and technical resources to edit and print texts from the 30 international workshops held in Ecuador |
| 18  | Universidad de Machala                                       | Machala   | Research and Development in the field of Competition                                                                                |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 8 Agreements with Public Institutions  
2013-Sept 2014**

| No. | Institution                                     | City  | Type of Agreement                                                                                                                                                                                 |
|-----|-------------------------------------------------|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | SENESCYT                                        | Quito | Execution of Program and Projects                                                                                                                                                                 |
| 2   | Ecuadorian Intellectual Property Institute IEPI | Quito | Cooperation and support in area of competence                                                                                                                                                     |
| 3   | Internal Revenue Service SRI                    | Quito | Exchange of information and support in area of competence                                                                                                                                         |
| 4   | Judicial Council                                | Quito | Pre-professional practices                                                                                                                                                                        |
| 5   | National Telecommunications Secretariat         | Quito | Agreement for dissemination and strengthening of technology (International Workshop)                                                                                                              |
| 6   | Ministry of Tourism                             | Quito | Conclusion of agreement due to transfer of economic resources                                                                                                                                     |
| 7   | Central Bank of Ecuador                         | Quito | Exchange of information and support in area of competence                                                                                                                                         |
| 8   | SUPERTEL                                        | Quito | Exchange of information and support in area of competence                                                                                                                                         |
| 9   | Office for Transparency and Social Auditing     | Quito | Agreement for organization of the launch event for the National Plan for Prevention and Fight against Corruption 2013-2017 Dissemination and strengthening of technology (International Workshop) |

**Source:** Superintendency of Market Power Control

**Prepared by:** Superintendency of Market Power Control

**Table No. 9 Agreements with Decentralized Autonomous Governments  
2013-Sept2014**

| No. | Institution                                                | City          | Type of Agreement                                                                    |
|-----|------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------|
| 1   | Autonomous Decentralized Canton Government of Cuenca       | Cuenca        | Agreement for dissemination and strengthening of technology (International Workshop) |
| 2   | Autonomous Decentralized Municipal Government of Ibarra    | Ibarra        | Agreement for dissemination and strengthening of technology                          |
| 3   | Autonomous Decentralized Municipal Government of Loja      | Loja          | Agreement for dissemination and strengthening of technology                          |
| 4   | Autonomous Decentralized Provincial Government of Loja     | Loja          | Agreement for dissemination and strengthening of technology                          |
| 5   | Autonomous Municipal Government of Chaguarpamba            | Chaguarpamba  | Agreement for dissemination and strengthening of technology                          |
| 6   | Autonomous Decentralized Municipal Government of Zapotillo | Zapotillo     | Agreement for dissemination and strengthening of technology                          |
| 7   | Autonomous Decentralized Provincial Government of El Oro   | Zaruma        | Agreement for dissemination and strengthening of technology                          |
| 8   | Government of Santo Domingo de los S  chilas               | Santo Domingo | Agreement for dissemination and strengthening of technology                          |
| 9   | Autonomous Municipal Government of Santo Domingo           | Santo Domingo | Agreement for dissemination and strengthening of technology                          |
| 10  | Prefecture of Azuay                                        | Cuenca        | Agreement for dissemination and strengthening of technology                          |
| 11  | Autonomous Municipal Government of Cuenca                  | Cuenca        | Agreement for dissemination and strengthening of technology                          |

**Source:** Superintendency of Market Power Control

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