

**Unclassified**

**English - Or. English**

**16 September 2022**

**DIRECTORATE FOR FINANCIAL AND ENTERPRISE AFFAIRS  
COMPETITION COMMITTEE**

**Cancels & replaces the same document of 23 August 2022**

## **Agenda: LATIN AMERICAN AND CARIBBEAN COMPETITION FORUM**

27-28 September 2022

The attached document contains the agenda of the twentieth meeting of the Latin American and Caribbean Competition Forum on 27-28 September 2022 in Rio de Janeiro, Brazil.

All LACCF documentation is available in: [oe.cd/lacsf](http://oe.cd/lacsf).

**JT03502498**

## Twentieth Annual Meeting of the Latin American and Caribbean Competition Forum 27 – 28 September 2022 – Rio de Janeiro, Brazil

### Agenda Chairman: Frédéric Jenny

For all materials and documentation, please see: [oe.cd/laccf](https://oe.cd/laccf)  
For the 2022 Forum page, please visit: [www.oecd.org/competition/latinamerica/2022forum/](https://www.oecd.org/competition/latinamerica/2022forum/)

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### Tuesday 27 September 2022

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14.00-14.45

#### Item 1. Opening Session

##### Opening remarks:

- **Alexandre Cordeiro Macedo**, President and **Alexandre Barreto de Souza**, Superintendent General, Administrative Council for Economic Defense (CADE), Brazil
- **Mario Umaña**, Lead Trade and Competition Specialist, Integration and Trade Sector, IDB
- **Frédéric Jenny**, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum

#### Item 2. Launch of the LAC COMPTRENDS report

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15.00-15.30

**Presentation** by António Gomes, Deputy Director, Directorate for Financial and Enterprise Affairs, OECD and Ori Schwartz, Head, Competition Division, OECD

#### Item 3. Session I – Strengthening incentives for leniency agreements

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15.30-18.30

Leniency programmes have played an important role in cartel enforcement in the Latin America and the Caribbean region, complementing ex officio investigations efforts. By 2020, at least 12 countries in the region have adopted a leniency programme, i.e. Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Mexico, Nicaragua, Panama, Peru and Uruguay demonstrating a generalized consensus about the usefulness of this enforcement tool. This LACCF session will discuss the recent trend related to the decrease of leniency applications, its causes and ways to address this issue by strengthening the incentives for leniency policy.

**Session Chair: Fernanda Garcia Machado**, Deputy Superintendent, Administrative Council for Economic Defense (CADE), Brazil

**Presentation** by **Felipe Leitão Valadares Roquete**, Head of the Leniency Unit, Administrative Council for Economic Defense (CADE), Brazil

##### Speakers:

- **Scott D. Hammond**, Partner, Gibson, Dunn & Crutcher and Co-chair of the firm's Antitrust and Competition Practice Group
- **Natalie Harsdorf-Borsch**, Acting Director General, Federal Austrian Competition Authority (tbc)

- **Francisco Schertel Mendes**, Legislative Consultant of the Federal Senate in the areas of Economic Law, Business Law and Consumer Law (tbc)

## General Discussion and Final Comments

### Documentation:

Call for contributions: DAF/COMP/LACF(2022)2

Note by the OECD Secretariat: DAF/COMP/LACF(2022)17

Background Note by CADE: DAF/COMP/LACF(2022)13

### Contributions from:

Argentina – DAF/COMP/LACF(2022)23

Colombia - DAF/COMP/LACF(2022)20

Costa Rica - DAF/COMP/LACF(2022)9

Ecuador - DAF/COMP/LACF(2022)8

El Salvador - DAF/COMP/LACF(2022)6

Mexico - DAF/COMP/LACF(2022)11

Peru - DAF/COMP/LACF(2022)15

Spain - DAF/COMP/LACF(2022)10

United States - DAF/COMP/LACF(2022)19

*14.45-15.00: Group picture and Coffee break  
16.45-17.00: Coffee break*

*19.00-21.00: Cocktail Reception at the Windsor Marapendi Hotel, hosted by CADE*

## Wednesday 28 September 2022

09.00-12.00

### Item 4. Session II – Market Definition in the gas sector

This session will focus mainly on competition enforcement of market definition issues in the downstream segment of the oil and gas industries. Both product and geographic dimensions will be addressed as they play an important role in the assessment of market power and consequently the competition analysis in concrete cases. This may include updates in methodologies to improve the definition of relevant markets, the interplay between products that have some degree of substitutability but are usually defined as separate relevant markets, tying and bundling strategies, vertical integration matters, and the general legal requirement to define relevant markets in enforcement cases. The session intends to cover the legal, economic, and practical dimensions of market definition in the gas sector.

**Session Chair: Frédéric Jenny, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum**

**Presentation by Paulo Burnier, Senior Competition Expert, Competition Division, OECD**

**Speakers:**

- **Vinicius Carvalho**, Professor of University of São Paulo and former President, CADE, Brazil
- **Javier Tapia**, Executive-Director, Asociación de Transmisores and former Judge, Competition Tribunal, Chile
- **Pablo Trevisan**, Lawyer and former Commissioner, CNDC, Argentina
- **Pamela Sittenfeld**, Chief of staff, Minister of Foreign Trade, Costa Rica

**General Discussion and Final Comments**

**Documentation:**

Call for country contributions: DAF/COMP/LACF(2022)1

Issues Note by the OECD Secretariat: DAF/COMP/LACF(2022)12

**Contributions from:**

Colombia - DAF/COMP/LACF(2022)22

European Union - DAF/COMP/LACF(2022)4

Mexico - DAF/COMP/LACF(2022)7

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12.00-12.30

**Item 5. Report by INDECOPI on Lima Centre activities**

**Presentation** by **Julián Palacín Gutiérrez**, Executive President, INDECOPI

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*12.30-13.30: Lunch Buffet offered by CADE*

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13.30-16.30

**Item 6. Session III – Media Mergers**

The media industry is very broad and includes several services. The media sector incorporates both the production of content, such as news, entertainment, education and research, as well as its distribution through the means of mass communication. Mass media includes the press, television and radio broadcasting, film producing, video streaming, video games, online publishing, social media and podcasting, among others.

This session will focus on the assessment of media mergers considering the new configuration of the media industry driven by the technological evolution and changes in consumer behaviour, as well as the growing importance of online services and large tech companies. In particular, the session will consider the role played by the digital platforms and the OTT content distributors in the media industry, and their competition implications.

**Session Chairs: Ramiro Camacho Castillo, Commissioner, IFT, Mexico and Brenda Hernández Ramírez, Acting Chairwoman, COFECE, Mexico**

**Presentation** by **Salvador Flores Santillán**, Head of the Economic Competition Unit, IFT, Mexico and **Pedro Isaac Alcalá Berhouague**, Director General of Digital Markets, COFECE, Mexico

**Speakers Part 1: Expert Panel**

**Moderator: Ramiro Camacho Castillo, Commissioner, IFT, Mexico**

- **Martin Peitz**, Professor of Economics, at the University of Mannheim

- **Feng Zhu**, Professor of Business Administration, Harvard Business School, Harvard University
- **Diana Moss**, President, American Antitrust Institute (tbc)
- **Aleksandra Boutin**, Founding Partner, Positive Competition (tbc)

### Speakers Part 2: Contributions and country experiences

**Moderator: Brenda Hernández Ramírez, Acting Chairwoman, COFECE, Mexico**

- **Marissa Tierno**, Competition Director, CNMC, Spain
- **Desiree Delgado Arcos**, Director of Market Analysis, IFT, Mexico and **Armando González Palacios**, Executive Director of Digital Markets, COFECE, Mexico
- **Carolina Liévano**, Coordinator of Business Integration Group, SIC, Colombia
- **Francisca Levin V.**, Head of the Mergers Division, FNE, Chile
- **Diogo Thomson de Andrade**, Deputy Superintendent, CADE, Brasil

### General Discussion and Final Comments

#### Documentation:

Call for country contributions: DAF/COMP/LACF(2022)3

Note by the OECD Secretariat: DAF/COMP/LACF(2022)18

Background paper by Mexico: DAF/COMP/LACF(2022)14

#### Contributions from:

Mexico - DAF/COMP/LACF(2022)16

Portugal - DAF/COMP/LACF(2022)21

Spain - DAF/COMP/LACF(2022)5

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16.30-17.00

### Item 7. Closing Session

#### Concluding Remarks

- **Frédéric Jenny**, Chairman, OECD Competition Committee, Latin American and Caribbean Competition Forum
- **Mario Umaña**, Lead Trade and Competition Specialist, Integration and Trade Sector, IDB
- **Alexandre Barreto de Souza**, Superintendent General, Administrative Council for Economic Defense (CADE), Brazil
- **Alexandre Cordeiro Macedo**, President, Administrative Council for Economic Defense (CADE), Brazil

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*17.30-21.00: Football match at Maracanã offered by CADE*

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*\* Meetings of the week – Venue: Windsor Marapendi Hotel, Rio de Janeiro*

*27 September 2022 (9h30-12h00): National Competition Day of Brazil*

*27-28 September 2022: Latin American and Caribbean Competition Forum*

*29 September 2022 (9h30-12h45): Ibero-American Forum on Competition*

*29 September 2022 (15h00-18h00): Meeting of the Latin American Regional Centre for Competition*

*29 September 2022 (19h00-21h00) Dinner Reception at the Windsor Marapendi Hotel, hosted by CADE*

TIMING INFO FOR THE HYBRID ZOOM MEETINGS							
UTC time	Rio de Janeiro	Lisbon	Paris	Washington DC	Mexico City	San Salvador	Kingston
Opening session	14:00	18:00	19:00	13:00	12:00	11:00	12:00
Session I	15:00	19:00	20:00	14:00	13:00	12:00	13:00
Session II	09:00	13:00	14:00	08:00	07:00	06:00	07:00
Session III	13:30	17:30	18:30	12:30	11:30	10:30	11:30