



# REVIEWING VERTICAL RESTRAINTS IN EUROPE: REFORM, KEY ISSUES AND NATIONAL ENFORCEMENT

11 and 12 November 2010 – Madrid

CEU San Pablo University  
Salón de Grados  
23, Julián Romea Str.

CENTRE FOR COMPETITION POLICY



CEU

*Instituto Universitario  
de Estudios Europeos*  
Universidad San Pablo

In cooperation with





### **Co-Directors**

- Jean-François Bellis, Professor at the Free University of Brussels (ULB), Partner Van Bael & Bellis, Brussels.
- José María Beneyto, Professor at CEU San Pablo University (Madrid), Partner Gómez-Acebo & Pombo, Madrid-Bruselas.

### **Coordinator**

- Jerónimo Maillo, Associate Professor at CEU San Pablo University and Coordinator of the Centre for Competition Policy.

## Thursday, 11th of November

09.00 h.-09.30 h. Registration and Welcome.

09.30 h.-10.00 h. Introductory remarks.

*Jean-François BELLIS*, Université Libre de Bruxelles (ULB), Van Bael & Bellis.

*José María BENEYTO*, CEU San Pablo University (Madrid), Gómez-Acebo & Pombo.

### SESSION I- OVERVIEW OF THE NEW RULES FOR VERTICAL RESTRAINTS

10.00 h.-11.00 h. Presentation of the new block exemption regulation and the new guidelines.  
Lukas PEEPERKORN, European Commission, DG COMP.

#### 11.00 h.-11.30 h. Coffee break

11.30 h.-13.30 h. Roundtable discussion: overall assessment of the new rules.

- Chairman: José María BENEYTO, CEU San Pablo University (Madrid), Gómez-Acebo & Pombo.

- An economic assessment of the new rules.

Nikos VETTAS (Athens University and EACG of the European Commission).

- A legal and practitioner's review of the new rules.

Jean-François BELLIS, ULB, Van Bael & Bellis, Brussels.

- Lukas PEEPERKORN, European Commission, DG COMP.

#### 13.30 h.-15.00 h. Lunch break

15.00 h.-16.30 h. Roundtable discussion: ONLINE DISTRIBUTION.

- Chairman: José María JIMÉNEZ-LAIGLESIA, DLA Piper, Madrid.

- Andrés FONT, Gibson Dunn, Brussels.

- Christoph LEIBENATH. EU Senior Antitrust Counsel, Nestlé.

#### 16.30 h.-17.00 h. Coffee break

17.00 h.-18.30 h. Roundtable discussion: RESALE PRICE MAINTENANCE, MARKET THRESHOLD AND OTHER INNOVATIONS.

- Chairman: Alfonso GUTIÉRREZ, URÍA MENÉNDEZ, Madrid.
- Rafael PIQUERAS, Secretary-General, ENAGAS.
- Sandra MARCO, The Chinese University of Hong Kong.

## **Friday, 12th of November**

### **SESSION II- THE CAR DISTRIBUTION SECTOR AFTER THE REFORM**

9.00 h.-09.45 h. New rules for car distribution.  
Paul CSISZAR, DG COMP, European Commission.

09.45 h.-11.30 h. Roundtable discussion: impact and assessment of the new rules.

- Chairman: Marcos ARAÚJO, GARRIGUES, Madrid.
- Marc GREVEN, ACEA (European Automobile Manufacturers' Association).
- Carsten REIMANN, NISSAN, Brussels.
- Hartmut RÖHL, FIGIEFA (International Federation of Automotive Aftermarket).
- Paul CSISZAR, DG COMP, European Commission.

### **11.30-12.00. Coffee break**

### **SESSION III- SOME KEY ISSUES OF THE LATTER YEARS**

- Chairman: Helmut BROKELMANN, HOWREY-MARTÍNEZ LAGE, Madrid.

12.00 h.-12.15 h. Unilateral versus concerted action: The “agreement” concept in a vertical context.

Eric GIPPINI, European Commission, Legal service

12.15 h.-12.30 h. Agency, selective/exclusive distribution and franchising agreements: borderlines and impact on the qualification under competition law.

Joseph VOGEL, Managing partner, Vogel & Vogel, Paris.

12.30 h.-12.45 h. National price regulation and parallel imports. The pharmaceutical sector.

Jerónimo MAILLO, CEU San Pablo University.

### **12.45 h.-13.30 h. Roundtable discussion**

**13.30 h.-17.00 h. Lunch break**

**SESSION IV- NATIONAL ENFORCEMENT OF VERTICAL RESTRAINTS**

15.00 h.-16.30 h. Germany and Spain.

- Chairman: Miguel ODRIOZOLA, CLIFFORD CHANCE, Madrid.
- Joaquín LÓPEZ VALLÉS, Spanish Competition Commission (CNC).
- Markus WIRTZ, Glade Michel Wirtz, Dusseldorf.
- Kai HOOGHOFF, Head of Unit, German and European Antitrust Law, Bundeskartellamt.

**16.30-17.00. Coffee break**

17.00 h.-18.00 h. France and Poland.

- Chairman: Cani FERNÁNDEZ, CUATRECASAS, GONÇALVES PEREIRA, Madrid-Bruselas.
- Fabien ZIVY, French Competition Authority.
- Jaroslaw SROCZYNSKI, Markiewicz & Sroczynski, Krakow.

18.00 h.-18.30 h. Concluding remarks and end of conference.

Jean-François BELLIS, Université Libre de Bruxelles (ULB), Van Bael & Bellis.

José María BENEYTO, CEU San Pablo University (Madrid), Gómez-Acebo & Pombo.

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## Registration form<sup>1</sup>

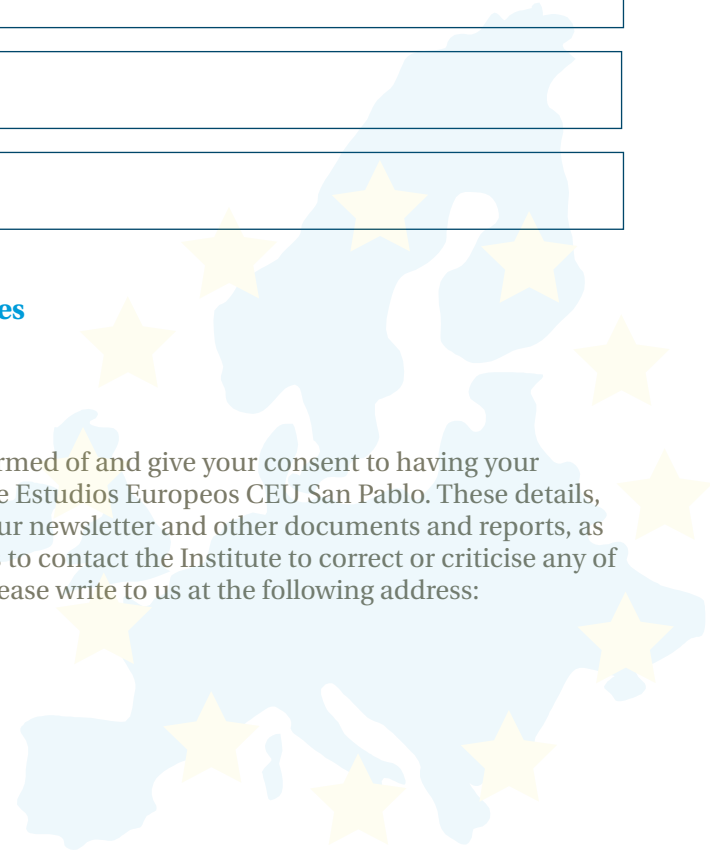
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<sup>2</sup> Registration fees:

Professionals: 600 euros.

Academia: 200 euros. Fee reduction available. Ask to IDEE ([idee@ceu.es](mailto:idee@ceu.es)).

Include: Lunches of 11<sup>th</sup> and 12<sup>th</sup> November; Gala dinner of 11<sup>th</sup> November.

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