

Seminar Competition Policy

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1 Information and deadlines

- **Registration:** Students who want to participate in the seminar have to register for the exam via KLIPS. The deadline is April 11, 2019.
- **Time of seminar:** Thursday, June 13 and Friday, June 14, 2019. The seminar will take place in 103/EG/0.219. Exact time will be announced at a later date via Email.
- **Introductory meeting:** A first (compulsory) introductory meeting will take place in room 101/06/610a on April 04, 2019 at 14:00.
- **Assignment of topics:** Topics will be assigned to seminar participants by Friday, April 12, 2019 via Email. Please indicate your 5 preferred topics (in order of preference) by April 9, 2019 via Email to "mgramb AT uni-koeln.de".
- **Paper submission deadline:** The seminar papers will have to be turned in by July 14, 2019 at noon.
- Further information on seminar contents, requirements, and formalities will be given during the introductory meeting.
- **Practicalities:** You have two options for submission of the seminar paper
 - handing in at the secretariat of the chair (Mrs. Dubasiewicz, SSC 4.303),
 - using the mail box of the chair (mail room on the first floor of the SSC).

We would appreciate if you also send the final version of your seminar paper electronically to us via Email (please indicate in your Email whether you would allow us to share your paper with future students as an example). However, submitting a printed version is mandatory.

2 Procedure at the seminar meeting

- Two students are assigned to each case. One representing the firm(s) and the other representing the competition authority.
- The representative of the competition authority starts by presenting the case from the competition authority's point of view in 20-25 minutes.
- The representative of the firms has then 20-25 minutes to defend the firm(s).
- There is time for questions and discussion.

Please, focus on economic arguments and not on legal arguments in both the presentation and your paper. Note that your paper does not have to reflect your presentation role, i.e. you might represent the firm in the seminar meeting but side with the competition authority in your seminar paper.

3 Cases

3.1 ABB/Daimler-Benz

Motta (2004) section 5.7.3

3.2 Ice cream

Motta (2004) section 6.6.2

3.3 Michelin II

Motta, M. *Michelin II - the treatment of rebates*. in Lyons (2009)

3.4 Microsoft vs. US

Motta (2004) section 7.5

3.5 Nestlé/Perrier

Motta (2004) section 5.7.2

3.6 Wood pulp

Motta (2004) section 4.6

3.7 Airtours-First Choice

Motta (2000)

3.8 Scania-Volvo

Ivaldi and Verboven (2005)

4 Literature

The book by Motta (2004) is the standard reference for competition policy. For the underlying economic theory, the book by Belleflamme and Peitz (2015) is useful. You may also find Jan Boone's lecture materials on competition policy helpful. Papers covering competition policy and the industrial organization theory underlying competition policy are often published in journals like *RAND Journal of Economics*, *International Journal of Industrial Organization*, *Journal of Industrial Economics*, *American Economic Review*, *American Economic Journal: Microeconomics*, *Journal of Economic Theory*, *Journal of Political Economy*. Specific case discussion and practical articles also closely relating to legal and policy issues are covered in *Antitrust Bulletin*, *Journal of Competition*

Law and Economics, World Competition, European Competition Law Review, European Competition Journal.

References

Belleflamme, P. and M. Peitz (2015). *Industrial organization: markets and strategies*. Cambridge University Press.

Ivaldi, M. and F. Verboven (2005). Quantifying the effects from horizontal mergers in European competition policy. *International Journal of Industrial Organization* 23(9-10), 669–691.

Lyons, B. (2009). *Cases in European competition policy: the economic analysis*. Cambridge University Press.

Motta, M. (2000). EC merger policy and the Airtours case. *European Competition Law Review* 21(4), 199–207.

Motta, M. (2004). *Competition policy: theory and practice*. Cambridge University Press.