

## PROGRAM 25/11

**10h30 > 11h00** | ROOM VILA ISABEL

▶ **WELCOME REMARKS** - Celebrating 10 years of Gdec.

**Eduardo Pontual Ribeiro** - Coordinator (Gdec/UFRJ); **Yannis Katsoulacos** - Coordinator (CRESSE); **João Luiz Pondé** - Vice Dean (Center for Legal and Economic Sciences/UFRJ); **Carlos Frederico Leão Rocha** - Director (Institute of Economics/UFRJ); **Gustavo Freitas de Lima** - Commissioner (CADE); **Alexandre Barreto** - General Superintendent (CADE)

**11h00 > 12h10** ▶ CONTRIBUTED SESSIONS A

**12h10 > 13h45** ▶ LUNCH SPONSOR Abipag

**13h45 > 14h30** | ROOM VILA ISABEL

▶ **KEYNOTE LECTURE** | **Howard Shelanski** (Georgetown University)

**14h30 > 16h00** | ROOM VILA ISABEL

▶ **ROUNDTABLE 1** - Innovation and Competition: challenges for digital and financial markets.

CHAIR **Camila Pires-Alves** - Commissioner (CADE)

DISCUSSANTS **Howard Shelanski** - Professor (Georgetown University); **Marcos Lyra** - Professor (UFF); **Victor Fernandes** - Commissioner (CADE); **Renato Gomes** - Director (Central Bank of Brasil); **Fernanda De Negri** - Director (IPEA); **Vinicius Carrasco** - Executive Director (Abipag); **Márcio Soares** - Partner (Mattos Filho)

**16h00 > 16h30** ▶ Coffee Break

**16h30 > 17h40** ▶ CONTRIBUTED SESSIONS B

**17h40 > 19h00** | ROOM VILA ISABEL

▶ **ROUNDTABLE 2** - Competition Policy in Practice: Benefits to Society.

CHAIR **Eduardo Pontual Ribeiro** - Professor (UFRJ)

DISCUSSANTS **Paulo Burnier** - Senior Competition Expert (OEC); **Lilian Marques Severino** - Chief Economist (CADE); **Tainá Leandro** - Coordinator (Finance Ministry); **Márcio Oliveira** - Senior Consultant (CRA); **Cláudio Lucinda** - Professor (USP); **José Gustavo Feres** - Researcher (IPEA) and Professor (FGV)

## PROGRAM 26/11

**09h00 > 10h10** ▶ CONTRIBUTED SESSIONS C

**10h10 > 10h30** ▶ Coffee Break

**10h30 > 11h15** | ROOM VILA ISABEL

▶ **KEYNOTE LECTURE** | **Lluís Saurí Romero** (DG Comp)

**11h15 > 12h45** | ROOM VILA ISABEL

▶ **ROUNDTABLE 3** - Industrial and Competition Policy.

CHAIR **Luiz Carlos Delorme Prado** - Professor (UFRJ)

DISCUSSANTS **Lluís Saurí Romero** (DG Comp); **Antonio Correa Lacerda** - Presidential Advisor (BNDES); **Diogo Thomson** - Commissioner (CADE); **Silvia Fagá** - Vice President (IBRAC); **Carlos Frederico Leão Rocha** - Professor (UFRJ); **Ioannis Lianos** - Professor (UCL); **Marcelo Guarany** - Partner (Demarest)

**12h45 > 14h15** ▶ LUNCH SPONSOR ICLE

**14h15 > 15h25** ▶ CONTRIBUTED SESSIONS D

**15h25 > 15h45** ▶ Coffee Break

**15h45 > 16h15** | ROOM VILA ISABEL

▶ **DIGITAL PLATFORM REPORT PRESENTATION**

**Alexandre Rebêlo Ferreira** (Finance Ministry)

**16h15 > 18h15** | ROOM VILA ISABEL

▶ **ROUNDTABLE 4** - The Way Forward for Digital Platform Regulation.

CHAIR **Maria Tereza Leopardi Mello** - Professor (UFRJ)

DISCUSSANTS **Camila Pires-Alves** - Commissioner (CADE); **Alexandre Rebêlo Ferreira** - Director (Finance Ministry); **Lazar Radic** - Senior Scholar for Competition Policy (ICLE); **Diogo Coutinho** - Professor (USP); **Nicolo Zingales** - Professor (FGV); **Svetlana Golovanova** - Professor (HSE)

**18h15 > 18h30** | ROOM VILA ISABEL

▶ **CLOSING REMARKS**

CHAIR **Luiz Carlos Delorme Prado** - Professor (UFRJ); **José Levi Amaral Júnior** - Commissioner (CADE)

### PLATINUM



International  
Center for  
Law & Economics

**ABIPAG**

### GOLD

**IBRAC** INSTITUTO BRASILEIRO DE ESTUDOS  
DE CONCORRÊNCIA, CONSUMO E  
COMÉRCIO INTERNACIONAL

**CRA** Charles River  
Associates

**MATTOS FILHO** **DEMAREST**

### SILVER



**WIA**  
WOMEN IN  
ANTITRUST

### SUPPORTERS



# PROGRAM 25/11 | CONTRIBUTED SESSIONS

## CONTRIBUTED SESSIONS A | 11h00 > 12h10

### ► SESSION A1 - ROOM SALGUEIRO

CHAIR: **Diandra Rocha** (UFRJ/UFF)

- Is there a Brazilian experience with digital remedies? An Empirical Analysis of Decisions by CADE.

AUTHORS: **Bruno Renzetti** (CADE); **Daniele Oliveira** (CADE)  
DISCUSSANT: **Diandra Rocha** (UFRJ/UFF)

- Evolution of the role of market structure in antitrust analysis and the return of structural presumption: Et tu, Cade?

AUTHORS: **Bernardo Gouthier Macedo** (LCA); **Lucas Portela de Mauro** (LCA); **Anna Olimpia de Moura Leite** (LCA)  
DISCUSSANT: **João Luiz Pondé** (UFRJ)

- Competition and Digital Platforms in the Developed and Developing Countries: The Case Of Big Techs And The Brussel 's Effect.

AUTHORS: **Diandra Rocha** (UFRJ/UFF); **Luiz Carlos Prado** (UFRJ)  
DISCUSSANT: **Bernardo Gouthier Macedo** (LCA)

### ► SESSION A2 - ROOM PORTELA

CHAIR: **Caio Mário da Silva Pereira Neto** (FGV-SP)

- Globalization of Competition Policy: Three Waves and Sailing Towards an Uncertain Future.

AUTHORS: **Caio Mario da Silva Pereira Neto** (FGV-SP); **Arthur Sadami** (FGV-SP)  
DISCUSSANT: **Diogo Thomson de Andrade** (CADE)

- Integrating Competition and Industrial Policy in Brazil: Shaping a Dynamic Digital Economy Through Antitrust and Innovation.

AUTHORS: **Diogo Thomson de Andrade** (CADE); **Paulo Henrique de Oliveira** (CADE)  
DISCUSSANT: **Caio Mário da Silva Pereira Neto** (FGV-SP)

### ► SESSION A3 - ROOM VILA ISABEL

CHAIR: **Paulo Burnier** (OCDE)

- Protecting the innovator, not the innovation: the antitrust assessment of innovation maverick acquisitions.

AUTHORS: **Marcos Puccioni de Oliveira Lyra** (UFF); **Gabrielle Bastos e Silva Machado** (UFF)  
DISCUSSANT: **Victor Oliveira Fernandes** (CADE)

- The Determinants of Cartel Duration in Brazil.

AUTHORS: **Paulo Burnier da Silveira** (OECD)  
DISCUSSANT: **Simone Cuiabano** (IMF)

- Corporate Governance, Sustainability and Competition: A study on the criteria applied by competition authorities on the analysis of sustainability cooperation agreements between competitors.

AUTHORS: **Felipe Bonfim Silveira** (USP)  
DISCUSSANT: **Paulo Burnier da Silveira** (OECD)

## CONTRIBUTED SESSIONS B | 16h30 > 17h40

### ► SESSION B1 - ROOM SALGUEIRO

CHAIR: **Eduardo Fiuza** (CADE)

- Limited Attention and Endogenous Adverse Selection.

AUTHORS: **Pedro Hemsley** (UFRJ)  
DISCUSSANT: **Fabiana Títo** (Tendências)

- Set asides and value thresholds in Brazilian public procurement from small businesses.

AUTHORS: **Eduardo Fiuza** (CADE); **Carlos Corseuil** (IPEA); **Athos Carvalho** (IPEA); **Pedro Coimbra** (Université Paris-Sinclair)  
DISCUSSANT: **Pedro Hemsley** (UFRJ)

### ► SESSION B2 - ROOM VILA ISABEL

CHAIR: **Nicolo Zingales** (FGV-RJ)

- The concept of essentiality in Digital Platform Markets: An Overview.

AUTHORS: **Eduardo Pontual Ribeiro** (UFRJ); **João Luiz Pondé** (UFRJ); **Luiz Carlos Delorme Prado** (UFRJ); **Marcos Puccioni de Oliveira Lyra** (UFF)  
DISCUSSANT: **Nicolo Zingales** (FGV-RJ)

- The Economic and Legal Analysis in Merger Control: A Contemporary Reflection.

AUTHORS: **Camila Cabral Pires-Alves** (CADE); **Vitor Jardim Barbosa** (CADE)  
DISCUSSANT: **Marcio Oliveira** (CRA)

- Tracking Brussels Effects based on the implementation of the Platform to Business Regulation: the Brazilian Case.

AUTHORS: **Gabriel de Aguiar Tajra** (Del Chiaro); **Nicolo Zingales** (FGV-RJ); **Caio Mario da Silva Pereira Neto** (FGV-SP)  
DISCUSSANT: **Luiz Carlos Delorme Prado** (UFRJ)

### ► SESSION B3 - ROOM PORTELA

CHAIR: **Svetlana Golovanova** (HSE)

- Two Sided Network Effects of Advertising when Viewership Preferences Change.

AUTHORS: **Veronika Khlyupina** (HSE); **Svetlana Golovanova** (HSE); **Eduardo Pontual Ribeiro** (UFRJ)  
DISCUSSANT: **Daniel Reis** (USP)

- Post-Cartel Competition - An Application to the Brazilian Ready-Mix Concrete Industry.

AUTHORS: **Daniel Reis** (USP); **Claudio Lucinda** (USP)  
DISCUSSANT: **Tatiana Lima** (CADE)

- Market power and labor market discrimination: an investigation of monopsony power in Brazil's supplementary health sector.

AUTHORS: **Matheus Escobet** (Insper); **Paulo Henrique de Oliveira** (CADE)  
DISCUSSANT: **Eduardo Pontual Ribeiro** (UFRJ)

# PROGRAM 26/11 | CONTRIBUTED SESSIONS

## CONTRIBUTED SESSIONS C | 09h00 > 10h10

### ▶ SESSION C1 - ROOM PORTELA

CHAIR: **Simone Cuiabano** (IMF)

- Demand for Ethanol considering Spatially Differentiated Fuel Retailers.

AUTHORS: **Simone Maciel Cuiabano** (IMF)

DISCUSSANT: **Leonardo Lima** (LCA)

- Learning from an Exclusion - Hospitals, Health Plans, and What One Means for the Other.

AUTHORS: **João Isídio Freitas Martins** (CADE);

**Tatiana de Macedo Nogueira Lima** (CADE)

DISCUSSANT: **Simone Cuiabano** (IMF)

- Assessing Demand and Supply Substitutability in Brazilian International Aviation: A Network Theory Approach for Antitrust Analysis.

AUTHORS: **Eduardo Roberto Zana** (CADE); **Gabriel de Oliveira Alarcão** (CADE);

**Tomás de Siervi Barcellos** (CADE)

DISCUSSANT: **João Carlos Nicolini de Moraes** (Ecoa)

### ▶ SESSION C2 - ROOM SALGUEIRO

CHAIR: **Bernardo Mueller** (UNB)

- Regional competition enforcement: Co-operation between SADC competition authorities in the investigation of cross-border cartels.

AUTHORS: **Mfundo Ngobese** (Competition Commission of South Africa);

**Alex Kuhn** (Competition Commission of South Africa)

DISCUSSANT: **Alejandra Guillen Lazo** (Indecopi)

- Corrective measures : one size does fit all?

AUTHORS: **Alejandra Guillen Lazo** (Indecopi)

DISCUSSANT: **Gustavo Pietruza** (UFRJ)

- The Arc of Antitrust: A Text-based Measure of Antitrust Policy Beliefs and Attitudes

AUTHORS: **Bernardo Mueller** (UNB)

DISCUSSANT: **Eduardo Pontual Ribeiro** (UFRJ)

## CONTRIBUTED SESSIONS D | 14h15 > 15h25

### ▶ SESSION D1 - ROOM PORTELA

CHAIR: **Tainá Leandro** (Finance Ministry)

- E-Commerce Transformation and the definition of relevant markets in online retail: dynamic landscape in multiple layers of competition.

AUTHORS: **Caio Mario da Silva Pereira Neto** (FGV-SP); **Ricardo Ferreira**

**Pastore** (Pereira Neto/Macedo/Rocco Advogados); **Antonio Bloch Belizario**

(Pereira Neto/Macedo/Rocco Advogados)

DISCUSSANT: **Rafael Oliveira** (GO Associados)

- Between rides and cartels: Antitrust and labor markets on gig economy platforms.

AUTHORS: **Fernanda Lopes Martins** (FGV-RJ)

DISCUSSANT: **Tainá Leandro** (Finance Ministry)

- A review of CADE's case law in the Water and Sanitation sector: a lack of consensus, the SABESP's case, and what to expect in the near future.

AUTHORS: **Gesner Oliveira** (GO Associados), **Rafael Oliveira** (GO Associados);

**José Matheus** (GO Associados); **Fernanda Romero** (FGV-SP)

DISCUSSANT: **Antonio Bloch Belizario** (Pereira Neto/Macedo/Rocco Advogados)

### ▶ SESSION C3 - ROOM VILA ISABEL

CHAIR: **Felipe Roquete** (CADE)

- Artificial Intelligence, regulatory waves and salience: facing the risk of policy arbitrage.

AUTHORS: **Felipe Roquete** (CADE)

DISCUSSANT: **Camila Emi Tomimatsu** (Magalhães e Dias)

- How antitrust and data protection authorities can work together to foster competition and protect consumers.

AUTHORS: **Lucas Barrios** (SUSEP)

DISCUSSANT: **Silvia Fagá de Almeida** (Ecoa)

- Digitalization and Market Dynamics: The Brazilian retail perspective.

AUTHORS: **Silvia Fagá de Almeida** (Ecoa), **Anna Olimpia de Moura Leite** (LCA),

**Gabriel Takahashi** (Ecoa)

DISCUSSANT: **Felipe Roquete** (CADE)

### ▶ SESSION D2 - ROOM SALGUEIRO

CHAIR: **Tatiana Lima** (CADE)

- Innovation Concerns in Brazilian Merger Control.

AUTHORS: **Marcos Puccioni de Oliveira Lyra** (UFF);

**Camila Cabral Pires-Alves** (CADE)

DISCUSSANT: **Paulo Burnier da Silveira** (OECD)

- What do Cade's decisions reveal about Brazilian competition policy? A content analysis perspective.

AUTHORS: **Tatiana de Macedo Nogueira Lima** (CADE); **Lilian Santos Marques**

**Severino** (CADE); **Renata Guanaes Machado** (CADE)

DISCUSSANT: **Marcos Puccioni de Oliveira Lyra** (UFF)

- Estimation of Cartel Overcharges and Harm to Consumers: An empirical analysis of the gasoline retail cartel in the city of Chapecó in Brazil.

AUTHORS: **Paulo Burnier da Silveira** (OECD); **Camila Cabral Pires Alves** (CADE)

DISCUSSANT: **Tatiana Lima** (CADE)

### ▶ SESSION D3 - ROOM VILA ISABEL

CHAIR: **Lucia Helena Salgado** (UERJ)

- 20 years of structure control in Brazil: what do the big numbers tell us?

AUTHORS: **Lucia Helena Salgado** (UERJ)

DISCUSSANT: **Gustavo Augusto Freitas de Lima** (CADE)

- Shared Shared Experiences in Governing Stock Exchanges and Digital Ecosystems: An Initial Comment

AUTHORS: **Arthur Sadami** (USP)

DISCUSSANT: **Mfundo Ngobese** (Competition Commission of South Africa)

- A New Competitive Approach for Conglomerate Mergers.

AUTHORS: **Roberta Chagas** (UFRJ)

DISCUSSANT: **Lucia Helena Salgado** (UERJ)