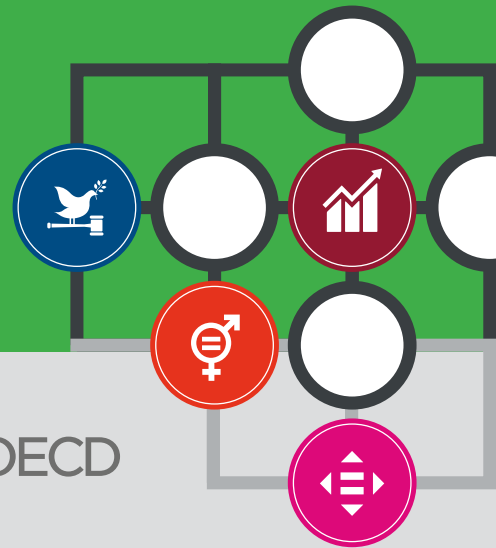


Fourth ARAB COMPETITION FORUM (ACF)

23-24 May 2023
Riyadh, Kingdom of Saudi Arabia



Shared Prosperity Dignified Life



الهيئة العامة للمنافسة
General Authority for Competition



E/ESCWA/ACF/2023/Flyer.3

Session IV. Best practices in planning and conducting market studies

Market studies are a versatile tool for competition authorities to analyse potential competition problems in a sector, outside of a merger review or antitrust investigation. A market study helps to assess whether competition in a market is working efficiently and identify measures to address any emerging issues. These measures can include submitting proposals for regulatory reform, improving information dissemination among consumers, and opening antitrust investigations. The findings from market studies help competition authorities to better understand the dynamics of a market, take appropriate action, and conduct effective advocacy. The legal framework for market studies in a jurisdiction has implications on the type of competition problems that can be explored, the depth of exploration, and the possible outcomes of a market study.

During session IV, a distinguished panel of experts will share market study methodologies and challenges, and good practices in planning and conducting market studies. Discussions will provide an overview of the entire process of conducting market studies, highlighting the different approaches that competition authorities may take in this regard, and the strategic considerations at the outset of planning a market study.

Note: The duration of this session will be 90 minutes, with each panellist speaking for 17 minutes, followed by a 22-minute Q&A session.



Topics of discussion

- Showcase the methodology of conducting a market study.
- Present case studies on planning and conducting market studies.
- Share best practices and tools utilised during the process.
- Explore the different approaches adopted worldwide in planning and conducting market studies.

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Speakers



Moderator
Lynn Robertson

Competition Expert,
OECD



Antonio Capobianco
Deputy Head of the OECD
Competition Division, OECD



**Hesham Fahad
Alogeel**
Vice President for
Economic Affairs,
General Authority for
Competition, Saudi Arabia



**Anaid González
Hernández**
General coordinator of
economic analysis in the
General Directorate of
Economic Studies, of the
Federal Economic Competition
Commission, Mexico



Ana Sofia Rodrigues
Board Member/
Commissioner at the
Portuguese Competition
Authority



Jallal BenKhelifa
Rapporteur, Competition
Council of Algeria

