The advent of the digital revolution combined with the globalization process and, at EU level, the completion of the Single Market, have transformed the way businesses compete in today’s world. These phenomena are said to have significantly accelerated innovation cycles and the pace of change across many industries, while challenging the relevance of competition to deliver optimal welfare outcomes. Against this background, the conference will explore how competition policy has faced and accompanied the emergence of increasingly dynamic market environments and how it has developed strategies to ensure its lasting relevance both in the design of substantive principles and in enforcement practices. Likewise, it will attempt to capture how the implementation of innovative enforcement tools has affected outcomes and the evolution of the law. Associating lawyers and economists, practitioners and academics, the conference will therefore seek to assess the interplay between dynamic markets and dynamic enforcement strategies with a view to contributing to the design of an optimal competition policy for today’s world in flux.
DAY 1

8:30 – 9:00  Registration

9:00 – 9:10  Welcome Address

Jörg Monar
Rector, College of Europe

9:10 – 9:20  Presentation of the Conference

Damien Gerard
Director, GCLC

9:20 – 9:45  Keynote Speech

Johannes Laitenberger
Director-General, DG COMP, European Commission

9:45-10:00  Q&A Session

PART I:  DYNAMIC MARKETS

The Digital Economy and the Evolution of Market and Firms Dynamics

Chairman:  Eric Morgan de Rivery
JonesDay

10:10-10:40  How Do Firms Compete In The 21st Century Digital World?

Jacques Bughin
McKinsey & Company, Senior Partner
Director of the McKinsey Global Institute

10:40-11:00  Competition in the Digital World: a view from the industry

Mathew Heim
Vice President & Counsel, Qualcomm
11:00-11:15 Q&A Session

11.15-11:30 Coffee Break

The Impact of Changing Market and Firm Dynamics on Competition Law & Economics – horizontal issues

11:30-11:50 Competition Law and Innovation: Dissecting the Interplay

Wolfgang Kerber
Philipps-Universität Marburg

11:50-12:10 Competition Economics and Innovation: Lessons and Prospects for Competition Policy

Mike Walker
Chief Economist of the UK Competition & Markets Authority

12:10-12:30 Dynamic Markets and the Economic Toolbox: Potential and Limits

Pascale Déchamps
Oxera

12:30-12:50 Establishing Harm to Competition in Dynamic Markets: Overview of Challenges

Guillaume Loriot
Director for IT & Media, DG COMP, European Commission

12:50-13:30 Discussion - Q&A Session

13:30-14:30 Lunch
The Impact of Changing Market and Firm Dynamics on Competition Law & Economics – case studies

Chairman: Damien Géradin
EDGE Legal, Tilburg University and University College London

14:40-15:00 Competition and IP: What Has Changed, Where Do We Stand?

Pierre Régibeau
Charles River Associates

15:00-15:20 The Antitrust of Multi-sided Platforms: What Is At Stake?

David Evans / Juan Delgado
Global Economics Group and University of Chicago

15:20-15:40 Big Data: Input or Game-Changer?

Alexandre de Streel
University of Namur and CERRE

15:40-15:55 Q&A Session

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15:55-16:15 From Dynamic Markets to Dynamic Enforcement: the Ubiquity and Limits of Competition Policy in a World in Flux

Pablo Ibanez-Colomo
London School of Economics & College of Europe

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16:15-16:30 Coffee Break
# PART II: DYNAMIC ENFORCEMENT

<table>
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<tr>
<th>Dynamic Competition Authorities</th>
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<tr>
<td><strong>Chairman:</strong> William Kovacic</td>
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<td>George Washington University</td>
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<td>UK Competition &amp; Market Authority</td>
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<td>Former Chairman of the Federal Trade Commission</td>
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**16:40-17:00** Competition Law Enforcement in a Dynamic World: How Have US Agencies Responded?

William Kovacic  
George Washington University  
UK Competition & Market Authority  
Former Chairman of the Federal Trade Commission

**17:00-17:20** The EU's Response: the ECN and the Case for Experimentalist Enforcement

Andreas Mundt  
President of the German Competition Authority

**17:20-17:40** Global Enforcement: (lack of) Coordination and its Effects on Outcomes

Thomas Vinje  
Clifford Chance

**17:40-18:00** Q&A Session

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**18:00-18:20** Keynote speech by Cecilio Madero  
Deputy Director General for Antitrust, DG COMP

“Twenty Years of Competition Law Enforcement in Digital Markets: a Prospective Retrospective”
PART II: DYNAMIC ENFORCEMENT (con’t)

Dynamic Enforcement Tools and their Impact on Outcomes

9:00 Chairman: Philip Marsden
Inquiry Chair at UK Competition & Markets Authority

9:10-9:30 Leniency: a Transformative Tool to be Extended Beyond Cartels?

Kris Dekeyser
Director for Policy & Strategy, DG COMP

9:30-9:50 Commitment Procedures: Can They Achieve Optimal Outcomes?

Peter Camesasca
Covington & Burling

9:50-10:10 Settlement Decisions: Testing the Limits of Dynamic Enforcement?

Rafique Bachour
Freshfields Bruckhaus Deringer

10:10-10:25 Q&A Session

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10:25-10:40 Coffee Break

Due Process in Dynamic Enforcement

Chairman: Carl Baudenbacher
President of the EFTA Court
Chairman of the St Gallen Competition Law Forum
10:50-11:10 The Role of Third Parties in Dynamic Cases: How to Draw the Line between Complaint and Capture?

Ief Daems
Legal Director Antitrust, Cisco Systems

11:10-11:30 Ensuring Due Process in Cross-border Competition Investigations: Which Solutions to Which Problems?

Alix Muller-Rappard
Chief Legal Counsel, Mærsk Group

11:30-11:50 Judicial Review: Which Standards to Control Dynamic Enforcement Outcomes?

Jérémie Jourdan
White & Case LLP

11:50-12:05 Q&A Session

PART III: CLOSING PANEL

OPTIMAL COMPETITION POLICY FOR A DYNAMIC WORLD - LESSONS AND PROSPECTS

Chairman: Bernd Meyring
Linklaters

12:10-12:30 Perspective of the Enforcer

Etienne Pfister
Chief Economist, Autorité de la concurrence (France)

12:30-12:50 Perspective of the Business

Thomas Graf
Cleary Gottlieb Steen & Hamilton LLP

12:50-13:15 Perspective of the Judiciary

Marc Jaeger
President of the EU General Court
FURTHER INQUIRIES

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