



# Trends in Retail Competition: Private labels, brands and competition policy

Thirteenth annual symposium on competition amongst retailers and suppliers

Mary Sunley Room  
St Catherine's College  
Oxford

0900 for 0930  
Friday 9<sup>th</sup> June  
2017

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## Evolving competition dynamics: the interface between competition policy, brands and retailers

While markets continually evolve, the pace of change is accelerating and uncertainty is deepening. Digital technology continues to disrupt and to change the competitive landscape; routes to market are evolving and present new challenges; and the level of transparency for shoppers, whether in relation to price, availability or source, continues to grow. Furthermore, rising inflation and cost pressures and currency fluctuations in the UK add to what is fast becoming a perfect storm for retailers and brand owners who will need to continue to innovate at an unprecedented rate just in order to maintain the status quo.

Against this backdrop of market and economic shifts, significant geo-political changes are afoot. Alongside the well-versed risks facing the UK, Brexit also presents opportunities, particularly in relation to the framework of legal and regulatory rules that govern market operators. The UK must make some significant decisions on whether to diverge from the existing framework or to converge, and if so with whom.

This thirteenth Oxford Symposium will explore these themes from the perspective of brands and their routes to market, whether through traditional or digital retail or direct. The programme will look specifically at the role of and influences on price from a policy perspective, the climate for investment in innovation, choice and quality where unfair trading practices pose threats, the outcome of the European Commission's e-commerce sector inquiry and the rules that govern horizontal and vertical relationships between market players. Two panel discussions will allow these themes to be explored from different perspectives.

The symposium will be held under the Chatham House Rule<sup>1</sup>.

There is no charge to attend.

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1. "When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed".

## Programme:

# Evolving competition dynamics: the interface between competition policy, brands and retailers

<b>0900</b>	COFFEE & REGISTRATION	<b>1300</b>	LUNCH
<b>0930</b>	Introduction Professor Ulf Bernitz	<b>1400</b>	<b>Horizontal and Vertical Guidelines</b> Key outcomes from the e-commerce sector inquiry Zsuzsa Cserhalmi, DG Comp, European Commission
<b>0935</b>	<b>Pricing</b> Guidance on vertical price fixing Gunnar Kalfass, Bundeskartellamt	<b>1420</b>	Brand competition and parallel trade in a post-Brexit world Stephen Smith, Bristows
<b>0955</b>	The US approach to RPM and predatory pricing James O'Connell, Covington & Burling	<b>1440</b>	Selective distribution and its role in brand reputation, choice and competition Robert Schulz, BSH Hausgeräte
<b>1015</b>	Pricing, buyer power and territorial approaches Kadambari Prasad, Compass Lexicon	<b>1500</b>	TEA / COFFEE
<b>1035</b>	TEA / COFFEE	<b>1520</b>	<b>Panel discussion: the changing competition landscape</b> Chairman: Nicola Mazzarotto, KPMG Panellists: Javier Berasategi, Berasategi & Abogados Gunnar Kalfass, Bundeskartellamt Zsuzsa Cserhalmi, DG Comp, European Commission Jan Werner, Metro Group
<b>1050</b>	<b>Unfair trading practices</b> Decoding the Australian Food and Grocery Code of Conduct: Impetuses, Interests and Implications Caron Beaton-Wells, Melbourne Law School	<b>1630</b>	Closing remarks Professor Ulf Bernitz
<b>1120</b>	GSCOP seven years on Andrew McCarthy, British Brands Group	<b>1640</b>	DRINKS
<b>1140</b>	Fair Trade movement considerations for policy on Unfair Trading Practices and competition Sergi Corbalán, Fair Trade Advocacy Office		
<b>1200</b>	<b>Panel discussion: unfair trading practices</b> Chairman: Bruce Lyons, University of East Anglia Panellists: John Shine, Competition and Consumer Protection Commission Maria Rehbinder, DG Grow, European Commission Caron Beaton-Wells, Melbourne Law School Terry Jones, NFU		

## Registration form

### Trends in Retail Competition: Private labels, brands and competition policy

Please complete the form below and press 'submit form'. Alternatively please provide the information by email to [jenny.dix@iecl.ox.ac.uk](mailto:jenny.dix@iecl.ox.ac.uk)

Name:	<input type="text"/>	Address:	<input type="text"/>	Telephone:	<input type="text"/>
Title:	<input type="text"/>		<input type="text"/>	Email:	<input type="text"/>
Organisation:	<input type="text"/>		<input type="text"/>	Special dietary or other requirements:	<input type="text"/>
			<input type="text"/>		

There is no charge to attend the symposium.

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## Venue

Mary Sunley Room, St Catherine's College,  
Manor Road, Oxford OX1 3UJ

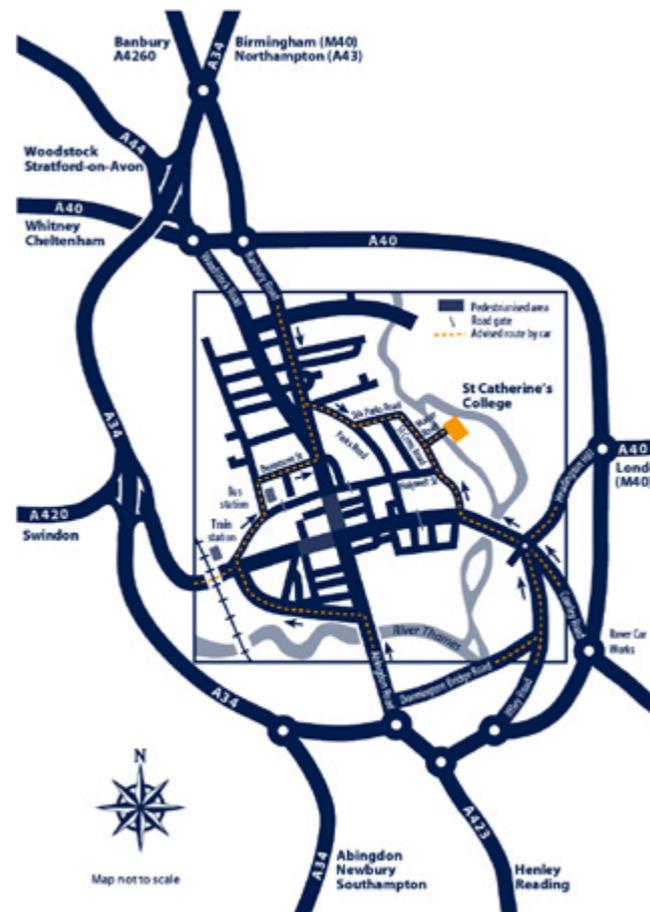
Telephone (college reception only):  
01865 271700

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## Getting there

Further travel instructions are available [here](#).

No parking is available at St Catherine's and is very limited in Oxford. Guests are strongly advised to travel by train or bus or to use the Park & Ride scheme available on all major routes. Further information is available [here](#).



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## Organiser

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