



# Specialise in regulation and competition policy in the digital economy

A two-day training course



INTERNATIONAL

regulation made simple



# Regulation and competition policy in the digital economy

## The training will provide attendees with a clear overview of

- how competition law applies to the digital economy, including issues such as data concentration, access to data, platform practices (favouring, data collection, etc) and contractual restrictions on e-commerce
- how economic regulation tries to address similar or related issues, including data sharing and reuse, and the fairness and transparency of online platforms.

## Who should attend and why?

The seminar is suitable for:

- competition law and regulatory experts who are interested in how competition law and regulation are shaping the digital economy, and what complementary or alternative market remedies they offer
- those interested in finding out the latest competition law and regulatory developments affecting the digital economy, with a chance to discuss them with unbiased experts and with peers.

## The training organiser

Cullen International tracks, reports on and benchmarks regulation and competition law in four sectors – telecommunications, media, digital economy and postal - covering developments across Europe, the Americas, the Middle East and North Africa.

For over thirty years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.

We are also regularly selected to carry out important research and studies for the European Commission and other organisations and we are frequently sought out to chair or make presentations at industry events.



## Course timings

Starting at 9:00 am on the first day,  
and ending at 1:00 pm on the second day (followed by lunch).

For future course dates, please visit our website:  
[www.cullen-international.com](http://www.cullen-international.com)



# Regulation and competition policy in the digital economy

## Presenters

### Team of trainers

**Hannah Bracken**, Analyst, follows EU regulation in cybersecurity as part of the digital economy practice. Before joining Cullen International, Hannah worked in the publishing industry for four years and received a Master's in intellectual property law from the French university Sciences Po.

**Suzanne Jude**, Principal Competition Law Analyst, follows competition law developments in Europe and national levels. Prior to joining Cullen International, Suzanne was a competition lawyer in international law firms. She received a PhD in European competition law in 2006.

**Janne Kalliala** leads Cullen International's Competition Law service. Prior to his collaboration with Cullen International, Janne was an associate in a law firm working mainly on competition and telecoms law.

**Javier Huerta Bravo**, Head of Digital Economy Practice, specialises in the European Digital Single Market strategy. He also follows regulatory developments in Spain. Before joining Cullen International in 2014, Javier worked at the European Commission (DG Internal Market) on various topics related to online services and the digital economy. He is a qualified lawyer.

### Guest Speaker

**Alexandre de Stree** (Universities of Namur and Louvain) is a Professor of EU Law who has published extensively on the competition policy and regulation of the digital industries. Alexandre is also an Assessor (member of the decisional body) at the Belgian Competition Authority. Previously, he worked for the EU Council of the Ministers during the Belgian Presidency of 2010 and for the European Commission (in the policy unit of DG Communications Networks, Content and Technology) between 2000 and 2003 dealing with the revision of the European regulatory framework for electronic communications.



## The venue

The training course will be held in Brussels, Belgium, usually in a 4-star hotel near the EU district and/or the city centre. Delegates at the training benefit from special accommodation prices at the course venue when booking in advance. A hotel booking form will be sent to you together with the confirmation of your registration at the training course.



## TRAINING SESSIONS

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### COMPETITIVE LANDSCAPE

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- The market landscape: platform business models, big data value chain, personalisation
- The legal landscape: roles of competition policy and regulation in addressing market failures in the digital economy

### MARKET POWER IN THE DIGITAL ECONOMY

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- Tightening the merger control net with transaction value thresholds
- Market definition when markets are multi-sided and prices are not monetary
- Market power when innovation is rapid and uncertain
- Killer acquisitions of innovative start-ups

### PLATFORM-TO-BUSINESS (P2B) ISSUES

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- Prohibition of anti-competitive practices: understanding the key competition concerns through EU antitrust case examples (favouring, price-parity clauses, etc.)
- Regulation of transparency and fairness: EU Regulation on fair treatment of business users of online platforms

### PLATFORM-TO-CONSUMER (P2C) ISSUES

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- Data collection and processing as an abuse of dominance (the Facebook case in Germany)
- Influence of the EU General Data Protection Regulation (GDPR)
- Online sales restrictions and geo-blocking in distribution agreements
- Regulation addressing geo-blocking and other forms of discrimination

### DATA CONCENTRATION, SHARING AND GOVERNANCE

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- Access to data under competition law (merger control, essential facilities and input foreclosure)
- Regulatory initiatives to facilitate data sharing and reuse between businesses, from the public to the private sector, and vice versa
- The governance of data sharing

### DYNAMIC PRICING

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- Algorithmic collusion
- The legality of personalised pricing under competition law and regulation (consumer protection, data protection, non-discrimination rules)

### CONCLUDING DISCUSSION

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- An interactive group exercise to summarise the key take-aways



## For more information

### On the programme, contact

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[janne.kalliala@cullen-international.com](mailto:janne.kalliala@cullen-international.com)

### On administrative questions, contact

Sarah Vergote  
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[sarah.vergote@cullen-international.com](mailto:sarah.vergote@cullen-international.com)

## How to register?

Please register by filling in the respective registration form on our website:  
[www.cullen-international.com](http://www.cullen-international.com)

## Fees

Fee (VAT excluded\*) per delegate

Standard fee .....	€ 1,400
Early bird rate (up to two months before training starts) .....	€ 1,260

10% discount for multiple registrations from the same organisation.

The fees include the course materials, refreshments, lunches on the two days and dinner on the first evening. They do not include accommodation.

Payments can be made by credit card or by bank transfer. In both cases, an invoice will be sent to you shortly after your registration.

\* No VAT chargeable on bookings by participants from the European Union who are subject to VAT in their country or by non EU participants. Belgian VAT (21%) is chargeable on bookings by European participants who are not subject to VAT.

## Trainings and conferences general terms and conditions

### A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

### B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300€ will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes places within one year from the date of the training for which the registration was cancelled, the amount of 300€ will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

### C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

### D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

### E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event.

Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices. The delegate shall provide, while

registering to attend an event, all requested information necessary for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

### F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

### G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International.

The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.

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