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"Fantastic combination of theory and practice."
(N George, Caribbean Court of Justice)

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Announcing IBC Legal's 13th annual residential

EU COMPETITION LAW SUMMER SCHOOL 2011

The comprehensive guide to EU competition law and practice

Downing College, Cambridge, UK, Monday 8th August - Friday 12th August 2011

By attending this fully inclusive* five day residential summer school you will have the exclusive opportunity to:

- ✓ Gain a firm understanding of EU competition law and practice – discuss Article 101, Article 102, cartels, private enforcement, damages, horizontal agreements, competition litigation, vertical agreements, mergers, EU & US merger control, State aid, the interface of IP & competition law, and more
- ✓ Analyse recent case law and their practical implications on your everyday work
- ✓ Examine pitfalls and discuss practical solutions for compliance to prepare for problem areas
- ✓ Learn in a variety of formats – including in-depth presentations, interactive group discussions, interesting case studies, timely debates and practical workshops
- ✓ Absorb competition law policies and compliance strategies
- ✓ Obtain cutting-edge advice and insights on crucial legal incidents
- ✓ Debate with more than 20 leading EU competition law experts from across Europe
- ✓ Take home practical tools and comprehensive event documentation for future references
- ✓ Network with international experts and peers
- ✓ Benefit from the cost savings of this all inclusive five day residential conference – including a range of evening networking activities, full-board accommodation and meals for the duration of the conference*

"THE BEST TRAINING I'VE EVER SEEN! EXCELLENT MATERIALS, EXCELLENT SPEAKERS AND WONDERFUL ORGANISATION!"
(H Arpad, Hungarian Competition Authority)

Expertly chaired by:

- Day one: **Euan Burrows**, Partner, **Ashurst LLP**, UK
Day two: **Martijn Jongmans**, Senior Associate, **Banning N.V.**, The Netherlands
Day three: **Pat Treacy**, Partner, **Bristows**, UK
Day four: **Peter Willis**, Partner, Head of EU & Competition, **Dundas & Wilson LLP**, UK
Day five: **Kevin Coates**, Head of Communications, **DG Competition, European Commission**, Belgium

Distinguished line-up of speakers includes:

- Katja Viertel**, Policy Coordinator, **DG Competition, European Commission**, Belgium
Nelson Jung, Assistant Director – Services, **Office of Fair Trading (OFT)**, UK
Dennis Heidschmidt, Legal Counsel, **Commerzbank AG**, Germany
Alvaro Ramos, Senior Corporate Counsel, **Cisco Systems**, Belgium
Dr Andreas von Bonin, Partner, **Freshfields Bruckhaus Deringer LLP**, Belgium
Euan Burrows, Partner, **Ashurst LLP**, UK
Martin Baker, Partner, **Taylor Wessing LLP**, UK
Pat Treacy, Partner, **Bristows**, UK
Sean-Paul Brankin, Counsel, **Crowell & Moring LLP**, Belgium
Robin Noble, Managing Consultant, **Oxera**, UK
Daniel von Brevern, Senior Associate, **Linklaters LLP**, Germany
Peter Willis, Partner, Head of EU & Competition, **Dundas & Wilson LLP**, UK
Matthew Readings, Partner, Antitrust, **Shearman & Sterling LLP**, UK
Katrin Schallenberg, Lawyer, **Clifford Chance LLP**, France
Louisa Penny, Senior Associate, **Taylor Wessing LLP**, UK
Paul Chaplin, Senior Associate, **Hogan Lovells International LLP**, UK
Tim Capel, Associate, **Hogan Lovells International LLP**, UK
Dr Ian Small, Vice President, **Charles River Associates**, UK

Strategic partner:



Media partners:



*Included are four nights accommodation provided by Downing College from Monday night to Thursday night and all meals except the Wednesday evening meal and drinks at the college bar

EU Competition Law Summer School 2011

Day 1: Monday 8th August 2011

11:45 Registration & networking buffet lunch in the Howard building

13:15 Welcome from the chair

Euan Burrows, Partner
Ashurst LLP

13:30 Introduction to EU competition law

- The objectives of EU competition law
- An introduction to Articles 101 and 102 of the EU Treaty
- An introduction to EU merger control

Euan Burrows, Partner
Ashurst LLP

14:40 Afternoon tea

15:00 Introduction to the economics of competition law

- Introduction to the economics of competition law
- Economic rationale for competition policy
- Use of economics in the assessment of practices

Robin Noble, Managing Consultant
Oxera

16:30 Introduction to Article 102

- Market definition
- Dominant positions and market power

Euan Burrows, Partner
Ashurst LLP

16:50 Q&A and chair's closing remarks

17:10 Close of day one

18:00 College bar opens – Howard building



19:00 Dinner in the Dining hall



20:30 Drinks reception and quiz night - Howard building



Day 2: Tuesday 9th August 2011

08:00 Breakfast in the Dining hall

09:15 Chairperson's opening remarks



Martijn Jongmans, Senior Associate
Banning N.V.

09:20 Article 102 – principles, practical examples and infringements

- General principles, Article 101(1) and Article 101(3) – what they mean
- Practical examples of infringing agreements and practices – hard core cartels and others
- Consequences of infringements – fines and legal invalidity of agreements
- Enforcement in the European competition network and by national courts

Dr Andreas von Bonin, Partner
Freshfields Bruckhaus Deringer LLP

10:40 Morning coffee

11:00 Article 102 – examining key principles and recent decisions

- Examples of abuse
- Abuse v legitimate competition
- Theories of harm and the special responsibility
- Objective justification and efficiencies
- Pricing: Do's and don'ts
- Tying and bundling
- Refusal to supply or negotiate
- Regulatory abuse

Louisa Penny, Senior Associate
Taylor Wessing LLP

12:00 The European Commission's enforcement priorities in applying Article 102

- Enforcement priorities in 2011
- The European Commission's guidance paper on enforcement priorities in applying Article 102
 - The purpose and consequences of giving guidance
 - The general methodology applied to exclusionary abuses (market power, anti-competitive foreclosure, objective necessity and efficiencies)
 - Typology of abuses
 - What the case law means in practice

Katja Viertio, Policy Coordinator
DG Competition European Commission

Workshop

12:40 Case study: Article 102

This workshop will build on the issues analysed in the previous two sessions. During this interactive workshop you will review a case study to understand crucial Article 102 issues and practical challenges.

Martin Baker, Partner
Taylor Wessing LLP

Louisa Penny, Senior Associate
Taylor Wessing LLP

Katja Viertio, Policy Coordinator
DG Competition European Commission

13:25 Lunch

14:20 Horizontal agreements – dealing with your competitors

- Introduction to horizontal agreements, what they are and why they are a concern
- When you should worry
- What you should worry about
- How to avoid problems
- Overview of:
 - The EU guidelines
 - The EU block exemptions (R&D and specialisation)

Sean-Paul Brankin, Counsel
Crowell & Moring LLP

15:40 Q&A and discussion*

By choosing one group you will have the opportunity to join a small discussion group to ask specific questions on specialised topics and debate problem areas:

- **Group 1:** Economic issues in competition law (**Robin Noble**)
- **Group 2:** Horizontal agreements/cartels and abuse of dominance (**Sean-Paul Brankin**)
- **Group 3:** Article 102 (**Martin Baker**)

*You can submit questions in advance, please send an email to the conference producer: jana.schmolmann@informa.com

Monday 8th August - Friday 12th August 2011, Downing College, Cambridge

16:15 **Social/reading time**
Review the additional reading materials for the event or enjoy the beautiful surroundings of Downing College.

17:00 **Meet at Howard building for Punting on the River Cam****



19:00 **College bar opens – Howard building**



20:00 **Informal BBQ - Howard building (bring a jumper)**



**Weather permitting

Day 3: Wednesday 10th August 2011

08:00 Breakfast in the Dining hall

09:30 **Chair's opening remarks**
Pat Treacy, Partner
Bristows

09:40 **Applying Article 101 and vertical agreements block exemptions**

- Introduction to the block exemption
- Article 101 and vertical agreements
- Definitions of vertical agreements
- Pro competitive benefits of vertical agreements
- Why they are a concern
- When agreements are protected: (i) the Block Exemption; (ii) analysis of the vertical guidelines

Alvaro Ramos, Senior Corporate Counsel
Cisco Systems

10:30 Coffee break

Interactive workshop

10:50 **The application of Article 101 to vertical agreements**

This interactive session involves small groups working to solve problems arising from a case study and examples. It involves an analysis of the application of Article 101 to vertical agreements and the coverage of the vertical restraints block exemption. With the guidance of a team from Bristows, delegates will be encouraged to approach practical examples in a structured and pragmatic way involving careful assessment of the facts and the surrounding legal and economic context.

Pat Treacy, Partner
Bristows

Dr Myles Jelf, Partner
Bristows

12:00 Lunch

13:20 **Competition law and intellectual property rights – an overview**

- Licence and settlement agreements and the application of Article 101
- Why IP rights are treated differently
- How Article 101 applies to IP agreements
- Provisions of the technology transfer block exemption
- The technology transfer guidelines
- Why settlement agreements are treated differently from licences

Pat Treacy, Partner
Bristows

14:20 Coffee break

Interactive workshop

14:40 **The application of the technology transfer block exemption**

Interactive workshop analysing through case studies and examples to assess the application of the technology transfer block exemption.

Pat Treacy, Partner
Bristows

Dr Myles Jelf, Partner
Bristows

16:00 **Intellectual property rights and Article 102**

- IP rights and dominance
- IP rights and abuse
 - Refusal to license
 - So-called "unfair" licences
 - Tying
 - Excessive royalties
- Recent developments

Dr Myles Jelf, Partner
Bristows

16:40 **Final Q&A**

16:50 Close of day three

17:10 **Optional guided walking tour of Cambridge**, after which you can enjoy a late night of local shopping or dining
(no formal dinner arrangements)



Day 4: Thursday 11th August 2011

08:00 Breakfast in the Dining hall

09:30 **Chair's opening remarks**
Peter Willis, Partner, Head of EU & Competition
Dundas & Wilson LLP

09:40 **The legal framework of merger control in the EU**

- Objectives and evolution of the merger control jurisdiction of the European Commission
- Jurisdiction: Transactions that are caught
- Procedure: How transactions are notified to the European Commission
- The substantive test: How the European Commission assesses transaction
- Remedies
- Judicial review of merger cases by the European Courts

Katrin Schallenberg, Lawyer
Clifford Chance LLP

10:15 **The economic assessment of mergers by the European Commission**

- Market definition – the SSNIP test
- Market shares and concentration
- Unilateral effects
- Coordinated effects
- Recent cases

Dr Ian Small, Vice President
Charles River Associates

11:05 Coffee break

"The case studies were challenging, demanded team work, provider participation and were well supported by faculty."
(D Parchment, Fair Trading Commission)

11:30 **Comparing U.S. and EU merger control policies and cooperation**

- EU/U.S. merger control – substantive and procedural convergence and divergence
- Comparison of pre-merger notification requirements and the merger review process
- Comparison of substantive approaches (tests of legality, efficiencies)
- Comparison of available remedies

Matthew Readings, Partner, Antitrust
Shearman & Sterling LLP

12:30 **Optional group discussions OR reading time***

Your opportunity to join a small discussion group to work through problem areas and specific questions on specialised topics:

- **Group 1:** Effective competition compliance (**Peter Willis**)
- **Group 2:** Merger assessment in practice (**Dr Ian Small**)

13:05 Lunch

14:15 **Managing mergers in the working environment**

- Getting your merger through
- Deal structuring
- Forum shopping
- Pre-notification submissions on jurisdiction
- Dealing with national authorities
- Filing in Form CO
- Following the procedure through, and looking towards an appeal
- How to get your competitor's merger blocked – timing, tactics and content

Peter Willis, Partner, Head of EU & Competition
Dundas & Wilson LLP

Interactive workshop

14:45 **Case study: Mergers**

This workshop will build on the issues analysed in the previous session (Peter Willis). You will examine the legal and practical challenges of a proposed merger from the perspective of in-house counsel.

Peter Willis, Partner, Head of EU & Competition
Dundas & Wilson LLP

16:05 Coffee break

16:30 **State aid/state measures restricting competition**

- Criteria definition of State aid, presentation of Articles 107 to 109
- Criteria of the illegal aid
- Exceptions and exemptions
- Notification to the EU Commission
- Procedure for approval
- Intervention of third parties in state aid procedures
- Role of national courts
- Recovery of the aid
- State aid and the financial crisis

Daniel von Brevem, Senior Associate
Linklaters LLP

Dennis Heidschmidt, Legal Counsel
Commerzbank AG

17:30 **Chair's closing remarks**

17:35 Close of day four

21:30 **College bar will be open after the gala dinner (Howard building)**



Day 5: Friday 12th August 2011

08:00 Breakfast in the Dining hall

09:30 **Chair's opening remarks**

Kevin Coates, Head of Communications
DG Competition, European Commission

09:40 **Private enforcement of competition law**

- Complaints – what to say and to whom
- Litigation – when and how to go to court
- Interim remedies – can you get an injunction?
- Damages
- Techniques for settlement

Paul Chaplin, Senior Associate
Hogan Lovells International LLP

Tim Capel, Associate
Hogan Lovells International LLP

10:50 Coffee break

11:10 **Competition authorities and how to survive them**

- The EU network of competition authorities
- Powers of the authorities
- Business rights – human rights?
- Whistle-blowing and other tactics
- Dawn raid survival
- Interface with criminal regimes
- Privilege and protection

Peter Willis, Partner, Head of EU & Competition
Dundas & Wilson LLP

12:20 Lunch

Interactive session & case study

13:30 **Enforcement priorities of NCAs – the Office of Fair Trading**

- National competition authorities in the EU – why they matter and how they fit in
- The UK competition regime – introduction to the powers and tools at the OFT's disposal
- Current enforcement priorities in the UK – a comparison with other NCAs
- Procedural and substantive issues in practice – a case study and workshop

Nelson Jung, Assistant Director – Services
Office of Fair Trading (OFT)

15:00 **Chair's closing remarks**

Read why past delegates recommend this exclusive summer school:

"It's a very interesting course which covers all elements of competition law. It is a course which will be useful for in-house lawyers!" (M Burgess, Coca-Cola)

"Excellent course - very well organised."
(T Lamprecht, Competition Tribunal South Africa)

"Though the programme was designed for law practitioners, laymen have little difficulties in understanding the topics."
(G Cheng-Wingfin, Hong Kong Government)

"The summer school proved to be a very balanced event, great speakers, very interesting audience, nice setting, impeccable organisation." (H Otruba, European Commission)

19:00 **Drinks reception - Howard building**



20:00 **Gala dinner in the Dining hall (lounge suits)**



*You can submit questions in advance, please send an email to the conference producer: jana.schmolmann@informa.com

TEAM DISCOUNTS
Extra £500 discounts available
for all 3rd and subsequent
delegates!

IBC Legal's 13th annual residential

EU Competition Law Summer School 2011

Downing College, Cambridge, UK • Monday 8th August - Friday 12th August 2011

Dear Colleague,

IBC Legal is proud to announce its exclusive **EU Competition Law Summer School** providing you with a cutting-edge opportunity to gain a sophisticated and comprehensive guide to EU competition law and policy.

Now in its 13th year, this residential five day event will provide you with practical tools, crucial knowledge and legal updates to master legal complexities and practical challenges in your everyday work successfully.

This invaluable sell-out event will equip you with **business intelligence and practical advice** on all the major aspects of EU competition law. In addition you will be given the **opportunity to network with peers** from across the world and leading competition law **experts**, debate contentious topics and establish a pool of contacts for future business opportunities.

Having assembled leading experts comprising specialists from the **European Commission** and **Office of Fair Trading**, **private practitioners**, **in-house lawyers** as well as **economists**; the event begins with an introduction to the topic, with each issue being studied in more depth as the week progresses, providing you with an **in-valuable learning experience**.

In addition to **ample learning opportunities** IBC Legal will organise a **variety of social functions** so you can continue to converse and network with peers and experts.

Join us to study key areas of EU competition law while making invaluable business contacts during the evening social activities.

The speakers and I look forward to welcoming you at the summer school.
Best regards,

Jana Schmolmann, IBC Legal

Key areas of focus:

- A-Z of EU competition law
- Economic principles
- Article 101 and Article 102 issues
- In-house compliance management
- The European Commission's priorities
- View from the Office of Fair Trading (OFT) **NEW**
- EU merger control
- Cartels
- Damages
- Horizontal and vertical agreements
- Vertical restraints
- Block exemptions
- Licensing and enforcement
- IP rights and competition law
- International competition authority procedures
- State aid
- Private enforcement
- Litigation

Key benefits of attending:

- **Hear crucial competition law issues** from a broad range of perspectives in a relaxed and informal atmosphere to improve your services and steer clear of pitfalls
- **Review high profile cases** and their practical implications
- **Enhance your knowledge** by embracing in-depth analysis and expert commentary on key EU competition law issues
- **Develop plans** to combat common problem areas to stay ahead of the game
- **Carve out** essential business opportunities
- **Make new business contacts** during the extensive networking opportunities
- **Enjoy the cost-savings of full board accommodation for the duration of the conference** - included are four nights hotel accommodation from Monday night to Thursday night and all meals (except one evening meal and drinks at college bar), evening networking activities and comprehensive documentation

Key speakers include:

- **Katja Viertero**, *Policy Coordinator, DG Competition, European Commission, Belgium*
- **Nelson Jung**, *Assistant Director – Services, Office of Fair Trading (OFT), UK*
- **Dennis Heidschmidt**, *Legal Counsel, Commerzbank AG, Germany*
- **Alvaro Ramos**, *Senior Corporate Counsel, Cisco Systems, Belgium*
- **Dr Andreas von Bonin**, *Partner, Freshfields Bruckhaus Deringer LLP, Belgium*
- **Euan Burrows**, *Partner, Ashurst LLP, UK*
- **Martin Baker**, *Partner, Taylor Wessing LLP, UK*
- **Pat Treacy**, *Partner, Bristows, UK*
- **Sean-Paul Brankin**, *Counsel, Crowell & Moring LLP, Belgium*
- **Robin Noble**, *Managing Consultant, Oxera, UK*
- **Peter Willis**, *Partner, Head of EU & Competition, Dundas & Wilson LLP, UK*
- **Matthew Readings**, *Partner, Antitrust, Shearman & Sterling LLP, UK*
- **Dr Myles Jelf**, *Partner, Bristows, UK*

Who should attend?

Covering all areas of competition law, this event is tailored to the needs of professionals in need of a firm understanding of EU competition law and practice, including:

- Newly qualified lawyers (in-house and private practice)
- National competition authorities
- Regulators
- Trade associations
- Lawyers and professionals in government and public bodies
- Professionals in need of a sound understanding of competition law

"It has been an interesting week and really great for networking: I meet people from all over the world." (K van Strydonck, Exxon Mobil)

"The mixture of conferences, presentations, papers and material was excellent and facilitated learning." (J Mondesgán, Telmex)

How to get there

Cambridge is within a thirty minute bus or train journey from Stansted Airport. You get to Cambridge from London by rail (services run regularly night and day). Trains from London run every 15 minutes from both Liverpool Street and King's Cross stations, the journey taking from 45 to 90 minutes dependent on the train. Regular buses run into Drummer Street bus station every hour from all major airports, as well as National Express coaches to and from all major cities in Britain.

Promotional opportunities

For details of the wide range of sponsorship opportunities available, including insertion of promotional literature in the delegate pack, drinks reception or full conference sponsorship, please contact: Ayo Fagbohun on +44 (0)20 7017 4196 or email ayo.fagbohun@informa.com.

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Gain a recognised university qualification at work, at home or on the move. Courses for 2011 include:

EU Competition Law, Copyright Law, European Union Law, Economics for Competition Law (**Kings College London**) and Business Law, Medical Law, Sports Law, Environmental Law, Human Rights Law, Food Law, Employment Law, Human Rights Law (**De Montfort University**). All courses start in Autumn 2011, for further information call +44 (0)20 7017 5906, email: andrew.pini@informa.com or visit: www.informadl.com

"A true interactive and educational seminar, very practical and put into the always demanded commercial perspective (for in-house counsel)!" (L Entrialgo, Nike)

EU Competition Law Summer School 2011

Downing College, Cambridge, UK
Monday 8th August - Friday 12th August 2011

VIP CODE:

Please quote the above VIP code when registering

WHEN AND WHERE

KW8124
Monday 8th August –
Friday 12th August 2011

Venue: Downing College,
Regent Street,
Cambridge
CB2 1DQ, UK
www.dow.cam.ac.uk

The price per delegate includes full-board accommodation provided by Downing College from Monday night to Thursday night and all meals - except Wednesday dinner and drinks at college bar. For information on accommodation for extra nights please contact jana.schmolmann@informa.com

PERSONAL DETAILS

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Booking Contact Mr/Mrs/Ms

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COMPANY DETAILS

Company Name _____
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UNABLE TO ATTEND - EVENT DOCUMENTATION

Nothing compares to being there - but you need not miss out! To order your **online documentation** simply tick the box, complete your details above and send the form along with payment.

EU Competition Law Summer School 2011 - £495 + VAT (20%)

We regret online documentation can only be processed on receipt of credit card details. To order hard copies please email professionalcustserv@informa.com.

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together with payment to:
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Web:

www.ibclegal.com/eucompschool



Payment should be made within 14 days of registration. All registrations must be paid in advance of the event. Your VIP code is given above. If there is no VIP code, please quote KW8124

HOW MUCH?

Price per delegate, inclusive of accommodation, meals* and evening networking activities	CODE	PRICE
Register by 15th April 2011		
<input type="checkbox"/> EU Competition Law Summer School 2011	KW8124	SAVE £1,000 £2,999.00 + VAT @ 20% (£3,598.80)
Register by 24th June 2011		
<input type="checkbox"/> EU Competition Law Summer School 2011	KW8124	SAVE £500 £3,499.00 + VAT @ 20% (£4,198.80)
Standard Price		
<input type="checkbox"/> EU Competition Law Summer School 2011	KW8124	£3,999.00 + VAT @ 20% (£4,798.80)

£500 discount for 3rd and subsequent delegates. The VAT rate is subject to change and may differ from the advertised rate. The amount you are charged will be determined when your invoice is raised. All discounts can only be applied at the time of registration and discounts cannot be combined (apart from early booking discounts which are available to everyone). All discounts are subject to approval. *Please note the conference fee does not include travel, Wednesday evening meal or drinks at college bar. Price per delegate, inclusive of accommodation (provided by Downing College @ £100 + VAT per night), meals* and evening networking activities. Delegate to receive final invoice with breakdown of accommodation provided by college and all other components as provided by IIR Ltd.

THREE EASY WAYS TO PAY

- Cheque. Enclosed is our cheque for £ in favour of IIR Ltd
Please ensure that the Reference Code KW8124 is written on the back of the cheque
- Credit Card. Please debit my: VISA AMEX MASTERCARD DINERS

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please note that credit cards will be debited within 7 days of your registration to the conference

- By Bank transfer: Full details of bank transfer options will be given with your invoice on registration.

Additional Requirements Please notify Informa at least one month before the conference date if you have any additional requirements e.g. wheelchair access, large print etc.

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Changes to the Conference: IBC Legal may (at its sole discretion) change the format, speakers, participants, content, venue location and programme or any other aspect of the Event at any time and for any

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