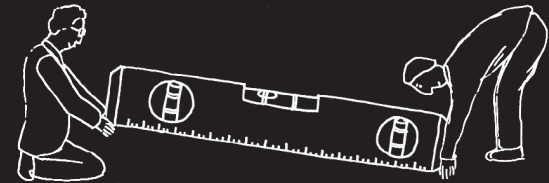


ceg

COMPETITION  
DISPUTES  
REGULATION

Asia-Pacific | Europe | North America

# Competition Practice



# CEG is a leading global economic consultancy that provides expert economic analysis in support of competition cases

CEG is amongst the top 20 competition economics consultancies according to Global Competition Review and our partners are consistently included in the GCR's list of recommended competition economists.

We bring together senior experts with experience in leading competition and regulatory agencies, industry and academia. We rigorously apply economic theory and advanced quantitative techniques combined with industry knowledge to offer insightful and dependable advice.

CEG economists prepare expert reports, provide input into client submissions, offer advice on case strategy and provide expert testimony and presentations before competition agencies, courts and arbitral tribunals across the globe.

In recent years, CEG economists have worked on large and important competition and regulatory cases across many industries. CEG was given an award for its work on the case against Rio-Tinto / BHP transaction. We have also been involved in grand-setting competition damages cases.

We have substantial experience of casework before the European Commission as well as national competition agencies across Europe, Australia and New Zealand.

Our offices span Europe, North America and Asia Pacific. We pride ourselves on the ability to present the right arguments and data to agencies in a way they appreciate, using our extensive knowledge of the markets in the jurisdictions in which we work.

# Antitrust / Competition

CEG economists have substantial experience of applying economics to Article 101 and 102 cases (and their national equivalents) before the European Commission, national authorities and courts.

Using applied economic theory and empirical techniques, we assess whether firms have substantial market power, whether there is an abuse of market position, whether competition is being harmed, quantify expected concentration efficiencies, and whether state aid constitutes a distortion of competition.

CEG has also advised on a number of major cartel and restrictive agreement investigations brought by the European Commission.

## REPRESENTATIVE ENGAGEMENTS

- Clearance of cartel allegations against Colgate Palmolive in the Netherlands
- Economic advice to defendant in car parts cartel case before the European Commission
- Economic advice to UPS in freight forwarding cartel
- Economic advice to defendant in air cargo cartel
- Economic advice on rebate scheme for Belgian "dominant" company
- Report for GSMA on resetting Competition Policy for the Digital Ecosystem
- Advice to fixed incumbent operator regarding potential State Aid in relation to ultrafast broadband investment
- Article 102 Case assistance to Sea Aeroporti di Milano before the Italian Competition Authority and the Court of Appeal in Italy (alleged foreclosure of Cedacor – Corporation America)
- Article 101 Case assistance to Linde before the Italian Competition Authority in relation to alleged misconduct in tenders for home care therapy and medical gas provision
- Article 101 Case assistance to the Argenta Group before the Italian Competition Authority and in the Italian Court of Appeal in an alleged cartelisation of the vending sector
- Petrol price information sharing proceedings brought by the ACCC against Informed Sources and BP Australia, Caltex, Woolworths and 7-Eleven

# Mergers

CEG economists have provided economic analysis essential to clearing high-profile merger cases and presented before the European Commission / ACCC and other competition authorities.

We use advanced economic theory and economic and simulation techniques to test market definition and competitive effects issues as well as the quantification of efficiencies.

Our experts have presented analysis before competition authorities, arbitration tribunals and courts.

## REPRESENTATIVE ENGAGEMENTS

- UPC / Vodafone for a complainant in the Netherlands
- KPN / Reggefiber for Vodafone in the Netherlands
- The BHP / Rio Tinto merger for a Japanese complainant: in depth investigation in Australia and Europe leading to withdrawal of transaction
- The potential acquisition of British Energy for one of the world's leading electricity utilities
- Advice to the ACCC on Foxtel's acquisition of the pay TV operator Austar and on Illyria's acquisition of an equity interest in Channel Ten
- The Bundeskartellamt in-depth investigation of WG Technology / DISA
- The Polish Competition Authorities in-depth investigation of BBGR / JZO (unconditional clearance of eyewear transaction)
- Swedish Competition Authority in-depth investigation of Astra Zeneca / GSK (unconditional clearance of analgesics transaction)
- Economic advice to YOOX in the YOOX / Net-a-Porter merger
- Qube / Brookfield A\$9 billion acquisition of Asciano rail and ports
- Pacific National acquisition of Glencore Rail
- Macquarie Group acquisition of Esanda Dealer Finance from ANZ Bank

# Market Investigations

CEG has extensive experience in helping firms formulate economic arguments and evidence in market investigations, conducted by national competition authorities around the world.

We have particular experience in network industries such as banking and financial services, energy, media, transport and telecoms, where we have represented many of the largest companies in their markets.

## REPRESENTATIVE ENGAGEMENTS

- Singapore Block Exemption on Liner shipping
- The UK Competition Commission inquiry on payment protection insurance
- The UK Competition Commission inquiry on local loop unbundling
- The UK Competition Commission inquiry on mobile termination charges
- The UK Review of the Digital Terrestrial Television Platform
- The European Commission investigation into international mobile roaming charges
- The European Commission investigation of regulation 4056 / 86 concerning liner conference agreements
- Various market reviews under the European Regulatory Framework for Electronic Communications including for broadband, mobile access and origination and mobile termination (for various mobile operators) as well as in appeals for regulatory decisions
- The Cooper Review into the governance, efficiency, structure and operations of Australia's superannuation system
- Advice to the Australian Energy Market Commission on barriers to entry in power generation markets
- ACCC Communications Sector market study

# Damages

CEG has been in the forefront of economic consultancies advising on private actions against those in breach of competition law in Europe, including cases involving intellectual property, equity and commercial damages.

CEG applies economic and financial analysis to assess both the question of liability as well as estimating the quantum of damages incurred. Our analysis has been present to competition authorities and courts.

## REPRESENTATIVE ENGAGEMENTS

- UK CAT case Sainsbury's against MasterCard (for plaintiff)
- UK High Court case Sainsbury's against VISA (for plaintiff)
- Postmobile against Hutchison "3 Italia" (for defendant)
- Irish Court case ASICS against Heatons (for defendant)
- Follow-on damages action in the Netherlands against a lift and escalator manufacturer (for defendant)
- Follow-on damages action in Germany and Finland on Hydrogen Peroxide (for defendant)
- Liability and damages in a margin squeeze case brought by Tele2 against Cesky Telecom before Czech national courts (for Tele2)
- Numerous damages actions including car parts, cosmetics, CRT, detergents, Forex, German payment cards, Libor, sugar, trucks
- Assistance to a defendant in the follow-on damages claims relating to the EU precompressed steel cartel (for claims filed in Italy and other EU jurisdictions)

# State aid

CEG economists have extensive experience in applying economic and financial analysis to help public and private sector clients in Article 107 cases.

For ex ante assessment of planned aid measures, we provide economic advice on the design of state support so that it does not constitute State aid and not require notification. In notification procedures, we conduct economic analysis to assess whether a measure is compatible with the internal market. In investigations of aid measures that are already in place or for ex post assessments, we prepare persuasive supporting economic analysis on whether a measure is compatible or whether conditions for compatibility have been met consistently.

We have a strong understanding in the application of the market economy operator (MEO) test in a wide range of aid measures. We assess the existence of market failures, risks of competition distortions, and the balance of positive and negative effects of State aid.

## REPRESENTATIVE ENGAGEMENTS

- Compatibility assessment of aid for a solar glass manufacturer in the energy sector
- Compliance review for the City of Amsterdam in relation to investment in fibre networks
- Advice to an European telecommunications incumbent in relation to potential State aid concerning ultra-fast broadband
- Conducted a market economy operator (MEO) test for publicly owned investment funds
- State aid compliance in relation JV between Telecom Italia and TNET for the roll out of high-speed broadband
- Conducted a MEO test of public sector support to a large energy infrastructure project in Ireland
- Advice to national authorities on aid strategy and design to be compatible with the internal market
- Assessment of the compatibility of prices by a public undertaking with national competition law in the waste sector
- Advice to local authorities on application of the State aid rules to economic activities

# CEG brings together experts in the leading competition and regulatory agencies, academia and industry

Go to [CEG's website](#)  
to view full profiles

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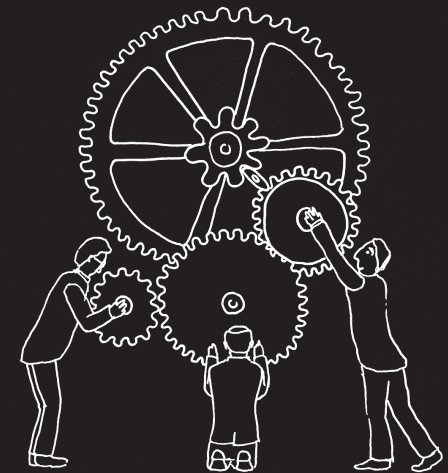
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