

# Understanding and Managing Competition Law Compliance

21 March 2019 • 27 September 2019 **London**



Learn how to navigate competition law and ensure compliance while maximising opportunities for your business

**This intensive one-day training programme will enable you to:**

- **Understand** the fundamental principles and key elements of competition law
- **Be up to date** with the latest changes to the law
- **Understand** your place in the market
- **Identify** the risks and mitigate against them
- **Deal** with complaints and consequences of non-compliance
- **Maximise** opportunities in the marketplace while remaining compliant
- **Get to grips** with the implications and impact of Brexit

**INCLUDES**

Interactive sessions to facilitate learning

**NUMBERS  
LIMITED**

Book early to avoid  
disappointment

# Understanding and Managing Competition Law Compliance

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## What this programme is about

**Are you confident your business is practising within the boundaries of competition law in your jurisdictions?** This course focuses on the fundamental principles and key elements of competition law in the EU and UK, and how compliance works in practice.

The repercussions of breaching competition law are severe and can include:

- Fines against your company
- Claims for damages
- Disqualification of directors and possible imprisonment of individuals

You need to be aware of how competition law applies to your business and how you can reduce the risk of infringement. By learning how to put a comprehensive compliance policy in place and understand how to enforce it, you can avoid violations and their consequences. This intensive course will help you identify and manage these risks and ensure you're equipped to deal with complaints and the consequences of non-compliance.

This course covers competition law not only in the real world but also the digital world. It also explores jurisdictional issues, including the long-arm US jurisdiction and will give you practical tips on dealing with investigations and complaints. The course will take a very interactive approach, with plenty of opportunities for discussion and questions and answers.

By attending this seminar you will:

- **Understand** the law and its implications for your business
- **Learn** how to demonstrate your organisation's commitment to competition law
- **Identify** and minimise the risks
- **Recognise** the implications and consequences of breach
- **Focus** on good practice and how to implement a compliance policy
- **Grasp** how to maximise your opportunities within the marketplace
- **Discuss** and appreciate the implications of Brexit

## Who should attend?

- In-house lawyers
- Patent and trade mark attorneys
- Legal counsel
- IP specialists/managers
- General managers
- Commercial managers

*'Really skilled and professional.'*

Helena Reimers, Sony Mobile Communications



### Continuing professional development

Each delegate receives a certificate for completing the course for **6.5 CPD hours**.

## Expert speakers

**Rebecca Attree**. Based in London, Rebecca has been the principal of Attree & Co since 1995 and is a qualified international company commercial solicitor and an experienced mediator and trainer. Previously she worked for City law firms Richards Butler (now Reed Smith) and Laytons. Rebecca has more than 25 years' experience in negotiating and drafting commercial contracts and resolving disputes with particular expertise in advising on high value cross-border agreements that raise issues of competition law, applicable law and jurisdiction. She is an expert on drafting compliance policies and has advised numerous clients operating within the EU on competition law aspects of their commercial agreements such as joint ventures, agency, distribution, licences, transfer of technology and research and development agreements. As a mediator, Rebecca has been involved in resolving a number of disputes that raise competition law issues, including one between 25 parties resulting from a CMA enquiry into a market sector.

**Sophie Lawrence**, Partner at Bristows, specialises in competition law. She has a particular interest in working with businesses in technology and pharmaceutical sectors, and in relation to the competition issues raised by standardised technology. Sophie regularly advises on the competition issues involved in licensing, distribution and agency arrangements, and has significant experience in advising on the behavioural issues that affect companies with larger market shares. Her experience extends to the contentious aspects of competition law and she has been involved in substantial cases before competition regulators at EU and national level. Issues on which she has advised include both substantive competition law and procedural issues, such as legal professional privilege. She has also acted in litigation before the High Court and the Court of Appeal.

**Ali Nikpay**, Partner and head of the competition practice group, Gibson Dunn & Crutcher, London, has been described by the *Daily Telegraph* as 'one of the world's pre-eminent experts in European competition law' and by Chambers 2018 as 'brilliant strategically and tactically, and is a great advocate'. In 2017, the *Financial Times* named Ali among the Top 10 Innovators in Europe at the 2017 FT European Innovative Lawyer Awards. Since joining Gibson Dunn in 2013, he has counselled clients such as UBS, Gala Coral, Schlumberger, Facebook, Marriott Hotels and Debenhams plc. Prior to that he served at both the European Commission's DG for Competition (DG COMP) and the UK competition authority. He also worked at a Magic Circle firm for clients such as GE, NTT DoCoMo, KKR, and CVC. He is co-editor of *Faull & Nikpay: The EU Law of Competition*. He teaches at the University of Oxford and was a Visiting Fellow at the London School of Economics and Political Science (LSE).

## Dates and venue

**21 March 2019**  
**27 September 2019**

The Cavendish Hotel  
81 Jermyn Street  
London SW1 6JF  
Tel: +44 (0)20 7930 2111

*Please note: The entrance is via Duke Street*



Situated on prestigious Jermyn Street, St James's in the centre of Piccadilly and Mayfair, The Cavendish is very convenient for visitors who want to experience central London. The hotel is within walking distance of the best shopping areas and sightseeing landmarks. This modern, stylish building has remained at the forefront of boutique London hotels for the past few centuries. The Cavendish offers relaxing accommodation and excellent meeting space. Although located in central London, it gives you the opportunity to take a break from the hustle and bustle of the city.

## Accommodation

When available we have arranged a preferential rate for accommodation at the venue. To take advantage of this price, please mention Falconbury when booking your accommodation. Web: [www.thecavendishlondon.co.uk](http://www.thecavendishlondon.co.uk)  
Email: [info@thecavendishlondon.com](mailto:info@thecavendishlondon.com)

For information on alternative accommodation solutions, please visit our website: [falconbury.co.uk/accommodation](http://falconbury.co.uk/accommodation)

# The programme

09.00 Registration and refreshments

## 09.30 Overview of EU and UK competition law

- Part 1 Agreements
- Part 2 Behaviour
- Articles 101 and 102 of TFEU – recent developments
- The Block Exemptions
- Jurisdictional issues including the long arm of the US

**Rebecca Attree**, *Principal, Attree & Co.*

11.00 Refreshments

## 11.15 Knowing your place in the market

- Economic tests – what are the relevant markets?
- Market share thresholds
- Dominant position
- What constitutes abuse
- Identifying restrictions
- Exemptions and exclusions
- Refusal to supply
- FRAND agreements
- Requirement to notify
- Thresholds for notification

**Rebecca Attree**

## 12.00 Consequences of non-compliance and remedies

- Damages
- Fines
- Disqualification of directors
- Criminal sanctions

**Rebecca Attree**

12.30 Lunch

## 13.30 Competition law in the digital world

- Controlling sales online – dos and don'ts around pricing and geo-blocking
- Platforms, algorithms and price monitoring
- Big data and data privacy – what is the overlap with competition law?

**Sophie Lawrance**, *Partner, Bristows*

## 14.15 Identifying and managing risks

- Identifying risks and how they might impact your business
- Risk assessment and mitigation
- Review and communication to the business

**Rebecca Attree**

15.00 Refreshments

## 15.15 Preparing and implementing a competition law compliance policy

- Compliance strategies
- Key elements of a compliance policy
- Privilege
- Communicating and enforcing the policy
- Knowing your role in management

**Rebecca Attree**

## 16.00 Why am I being investigated?

- The objectives of competition law
- How authorities select cases
- Practical tips for dealing with investigations
- The pros and cons of co-operating with authorities
- Appeals

**Ali Nikpay**, *Partner & Head of Competition and Consumer Law, Gibson Dunn & Crutcher*

## 16.45 Maximising opportunities within the marketplace

- The impact of Brexit and beyond
- Transitional arrangements
- Key issues to consider

**Rebecca Attree**

## 17.15 Final questions

**Rebecca Attree**

17.30 Close of course



## Bespoke training solutions

Tailored to your needs, face-to-face training, online learning

**A public training programme may not be the solution to HR, management and personal development challenges within your organisation.**

It may be more appropriate to involve only attendees from your business and tailor the programme to focus on the particular challenges you face. We can deliver this and all our management, technical and HR development

events to you as an in-house training programme that can take the form of face-to-face training, online learning, coaching and additional reading materials. In this format you will benefit from an intensive, practical and challenging development programme that provides a solid grounding in the essential skills and techniques your business needs.



For a programme that has been developed to directly reflect your corporate culture and current business issues, please contact **Aleksandra Beer**, our in-house training expert, on **+44 (0)20 7729 6677** or email **inhouse@falconbury.co.uk**

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## Dates and venue

**21 March 2019** Ref: 10404  
**27 September 2019** Ref: 10563

The Cavendish Hotel  
81 Jermyn Street  
London  
SW1 6JF  
Tel: +44 (0)20 7930 2111  
Web: [www.thecavendish-london.co.uk](http://www.thecavendish-london.co.uk)

Note: Entrance via Duke Street

## Accommodation

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## Three ways to book

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 +44 (0)20 7729 6677

## Fees and payment

**EARLY BOOKING DISCOUNT** Book BEFORE 7 February 2019  
£599.00 + VAT = £718.80 • €839.00 + VAT = €1006.80

**FULL PRICE** Book AFTER 7 February 2019  
£699.00 + VAT = £838.80 • €979.00 + VAT = €1174.80

**Multiple booking discount for 2nd or subsequent delegates – 15%**  
£594.15 + VAT = £712.98 • €832.15 + VAT = €998.58

## Payment options

1. Invoice which can be paid by bank transfer or credit/debit card.
2. Online through our secure website when registering.



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## A little bit of 'Small Print'

### FEE

The fee includes all meals and refreshments for the duration of the course and a complete set of course materials. If you have any particular requirements, please advise customer services when booking.

### PLEASE NOTE

Falconbury Ltd reserve the right to change the content and timing of the programme, the speakers, the date and venue due to reasons beyond their control. In the unlikely event that the course is cancelled, Falconbury will refund the registration fee and disclaim any further liability.

The rest of the 'Small Print', the event cancellation policy and the terms and conditions are on our website, please visit [falconbury.co.uk/content/terms-and-conditions](http://falconbury.co.uk/content/terms-and-conditions)



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