Research Partnership Platform
9th meeting

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Competition Policy Implementation in the Agro/Food Sector

Presentation by

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Competition Policy Implementation in the Agro/Food Sector

William E. Kovacic
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Agenda

• Issues
• Analytical Tasks
• Suggested Implementation Approaches
• Focus: Mergers in Development Context
• Caveat: Personal Views Only
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Contemporary Issues

• Market Power
  — Consolidation
  — Vertical integration
• Innovation
• Equity
• Environment
Prominent Mergers

• Dow-DuPont
• Bayer-Monsanto
Analytical Tasks

• Market Power Assessment
• Competitive Effects
• Collateral Policies
Policy Intersections

• Consumer Protection
  – Food advertising and health effects
  – Product labeling

• Trade
  – Export cartels, tariffs, quotas

• Agricultural Policy
  – Entry and production limits

• Intellectual Property
Implementation Prerequisites

• Scope
  – Technical concepts
  – Industry knowledge

• Scale
  – Case Handling Capability
Implementation: EU/US Examples

• Agency Sectoral Expertise
• Supporting Infrastructure
• Transaction Examples
  — Dow-DuPont
  — Bayer-Monsanto
  — AT&T-Time Warner
Development Context Conditions: National Competition Agencies

- Small Scale
- Multiple Policy Demands
  - Competition only
  - Multi-function agencies
Implications

• Prioritization
• Knowledge Base: Own and Others
• Cooperation
  – Domestically
  – Regionally
  – Internationally (with large agencies)
Cooperation Imperative

• Unilateral NCA Effort by Itself: Inadequate
• Co-Producers
  – Domestic departments
  – NCAs in the region
  – Regional authorities
  – Academic hubs
  – International networks
  – Large agencies
Prioritization: Food and Agriculture

• Economic Significance
• Social Importance
Knowledge: International Cooperation

• Industry-Specific Knowledge
  — Current developments
  — Case studies

• Research
  — Shared agenda and pooling

• Remedies
Cases: International Cooperation

• Regional
• Large Agencies
Entry

• Trade
• Competition Assessment
• Consultations