

COFECE-045-2019

Digital market analysis, a challenge for competition authorities around the world

- *COFECE is hosting the ICN Unilateral Conduct Workshop, which brings together representatives from the main competition agencies from around the world, to talk about digital platforms.*
- *In the plenary session, authorities from Italy, the European Union, Portugal, the United States and COFECE debated over recent experiences in market determination and substantial market power in digital economy cases.*

Mexico City, November 14, 2019.- Today, international cooperation through the International Competition Network (ICN) is more relevant than ever, considering that markets around the world are facing an accelerated transformation derived from growth of digitalized human, commercial and economic activities. During the inauguration of the 2019 Unilateral Conduct Workshop, jointly organized by the Federal Economic Competition Commission (COFECE) and the ICN, Alejandra Palacios Prieto, COFECE's Chairwoman expressed that this change poses new challenges for the analysis carried out by competition agencies.

During the inaugural activities of the workshop which will be carried out on the 14th and 15th of November in Mexico City, COFECE's Chairwoman said that "digital markets are characterized for being highly dynamic, which often result in positive impacts for consumers, as they ease access to a greater amount of information, with which they may compare prices and quality of goods and services. Furthermore, they are creating new markets and purchasing mechanisms. In many cases, transaction costs are reduced, prices are lowered, and the share economy is created. (...) However, there are diverse specific aspects in digital markets that represent a challenge for the competition community. For instance, digital platforms increasingly dominate key markets, by capitalizing on the generated network externalities and the use of consumer's strategic data."

Competition authorities from around the world are participating in the workshop, during which they will mainly discuss and share experiences as well as best practices on how to enforce competition law in digital markets. The meeting brings together more than 125 international delegates, experts in competition, from 32 countries, including Germany, Australia, Belgium, Canada, Chile, the United States, Spain, Italy, Russia, France, the United Kingdom, South Africa and Mexico.

Tomorrow, on November 15th, as part of the workshop activities, the winners of COFECE's 2019 Journalism and Essay Awards on economic competition will receive their awards. This

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initiative has the purpose of including competition policy on the public agenda and bringing competition main concepts to a greater number of people.



From left to right

Kris Dekeyser, *Director of the Policy and Strategy Directorate for the European Commission's Directorate General for Competition*; Alessandra Tonazzi, *Director of the International Affairs Office and Acting Director of the European Affairs Office at the Italian Competition Authority*; Sergio López Rodríguez, *Head of COFECE's Investigative Authority*; Maria João Melícias, *Member of the Board of the Autoridade da Concorrência de Portugal* and David B. Schwartz, *counsel at the Federal Trade Commission's Healthcare Division within the Bureau of Competition*

MORE COMPETITION FOR A STRONGER MEXICO

The Federal Economic Competition Commission is entrusted with safeguarding competition and free market access. This contributes to people's well-being and the efficient functioning of markets. With its work, COFECE seeks better conditions for consumers, more services of higher quality and a "level playing field" for companies.

Courtesy translation of press release in Spanish. For information purposes only.