

# Competition policy

How to level the playing field



**Four-day study programme**  
30 April to 3 May 2012



PAI is accredited by the  
British Accreditation Council  
for Independent Further and Higher Education

### **About the programme**

This programme aims to explore competition policy, focusing particularly on economic and legal practices and policy in the UK, the European Union and the USA as a basis for international comparisons. Policy and practice in the European Union and the USA form models and comparators for competition policies around the globe. The UK was the first European country to introduce a competition policy and its Competition Commission remains one of the most respected competition authorities internationally. The programme will investigate the economic underpinnings of competition policy and international competition law. The application of competition policy in both lower income and smaller economies will be a continuing theme throughout the programme.

Developments in world trade and economic theory are leading to increased emphasis on countries adopting effective competition policies. In the last decade or so the number of competition authorities has expanded to well over a hundred internationally. Yet, many lack adequate resources in terms of both finance and personnel to do a proper job.

### **Who is it for?**

This four-day programme is aimed at policy makers, policy advisers and officials operating in the many competition authorities and departments around the world. It is also relevant to those consulting and advising on competition policy who wish to extend their knowledge and contacts.

### **How participants will benefit**

The programme will:

- Broaden participants' knowledge of the operation of competition policy internationally
- Provide them with the necessary understanding of the economic underpinnings of competition policy
- Introduce participants to the main legal principles found in effective competition regimes
- Enable participants to share experiences and learn lessons from competition authorities, especially in the UK, the European Union and the USA
- Enhance the skills of competition authority officials and policy advisers so as to improve regulatory effectiveness.

### **What the programme will cover**

The programme will cover both the theory and practice of competition policy, focusing particularly on policy in the UK, the European Union and the USA as exemplars. The objective will be to share experiences and to learn from best practice and therefore improve regulatory capability. Both legal and economic perspectives will be explored. The programme will consider:

- The theoretical underpinnings of competition policy
- Law and practice internationally
- Policy lessons through the use of case studies
- The application of competition policy in high and lower income economies.

The programme will be led by experts with practical experience of the Competition Commission in the UK. It will be delivered through briefing and discussion sessions, workshops and visits to relevant government agencies and departments in the UK. A key element for sharing knowledge and good practice will be sessions where individual participants will be invited to give informal presentations on aspects of the work and experiences of their own competition department or organisation. Additional themes for discussion will depend on participants' interests and there will be opportunities to explore these during the programme.

*"All my expectations of the programme when I applied were met.  
All the resource persons of the programme were also highly  
qualified and experienced."*

Alex Kububa, Director  
Competition and Tariff Commission, Harare, Zimbabwe

## Programme outline

	AM	PM
Day 1	<b>Welcome and introduction</b> <ul style="list-style-type: none"> <li>– Introduction to the programme</li> <li>– The economics of competition policy</li> <li>– How best to regulate?</li> <li>– Difficulties of operating effective competition policy</li> </ul>	<b>Participants' informal presentations: international comparisons</b>  <i>Visit to the Department for Business, Innovation and Skills</i>
Day 2	<b>Competition policy in the UK</b>  <b>Main legal principles of UK competition policy</b>	<b>Review of recent Competition Commission decisions</b>  <i>Visit to the UK Competition Commission</i>
Day 3	<b>Competition policy in the European Union</b>  <b>Review of recent European Competition Commission decisions</b>	<i>Visit to the Office of Fair Trading</i>
Day 4	<b>Participants' round table: international perspectives</b>  <b>US competition policy</b>	<b>Competition policy in lower income and smaller economies</b>  <b>Review and evaluation</b> <ul style="list-style-type: none"> <li>– Concluding discussions</li> <li>– Presentation of certificates of attendance</li> </ul>

We reserve the right to change the programme as necessary.

**Application form**

**Competition policy  
How to level the playing field**

**30 April to 3 May 2012**

Please complete this application form and post, fax or email to:

Clare Walters  
Programme Manager  
Public Administration International  
10 Bayley Street  
London WC1B 3HB UK  
T +44 (0)20 7580 3590 F +44 (0)20 7580 4746 pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details.  
[www.public-admin.co.uk](http://www.public-admin.co.uk)

**Please print clearly in black ink and in capital letters**

**Personal details**

First name \_\_\_\_\_  
Family name \_\_\_\_\_  
Title (Prof. Dr. Mr. Mrs. Ms. etc.) \_\_\_\_\_  
Nationality \_\_\_\_\_  
Dietary requirements \_\_\_\_\_  
Disabilities \_\_\_\_\_  
Have you participated in a PAI study programme before? \_\_\_\_\_  
If yes, which programme(s)? \_\_\_\_\_  
Dates of programme(s)? \_\_\_\_\_

**Current position**

Title of post \_\_\_\_\_  
Employer \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Telephone \_\_\_\_\_  
Fax \_\_\_\_\_  
Email \_\_\_\_\_

Brief description of your main role and responsibilities \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Education and professional training**

Please provide brief details of your education and professional qualifications and training \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Application form**

School/college/university \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Relevant professional qualifications or membership of professional bodies \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Particular interests**

Please indicate which aspects of the programme are of most interest to you \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Sponsoring organisation**

Who will pay your fees? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Who will pay your other costs such as travel and living costs? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How would you rate your English language capability?

	Spoken	Written
Fluent		
Good working knowledge		
Fair		
Basic		

Do you need a visa to enter the UK? Yes  No   
Not sure whether I need one

If you are unsure whether you need a visa please check the UK Border Agency Website: [www.ukvisas.gov.uk](http://www.ukvisas.gov.uk)

How did you find out about the programme?

Brochure (by mail)  Brochure (by email)   
PAI website  From colleague/friend

Other \_\_\_\_\_

**Value Added Tax (VAT)**

I certify that I am employed by the Government of \_\_\_\_\_  
in furtherance of its sovereign activities (please refer to note on VAT under 'Fees and other costs')

Signature \_\_\_\_\_  
Date \_\_\_\_\_

We reserve the right to cancel the programme if there are not enough participants to make it viable. In these circumstances, fees already received will be refunded in full.

### **Language**

The programme will be conducted in English. Participants will be expected to have a good working knowledge of the language.

### **Location and arrival arrangements**

The study programme will be based in central London. On request, PAI can assist in finding suitable hotel accommodation and can arrange travel to and from the airport.

### **Fees and other costs**

The fee for this four-day study programme will be £1,550. This includes tuition, travel to and from the airport in London, travel on scheduled visits<sup>1</sup>, printed material and other documentation. UK Value Added Tax (VAT) will not be charged if applicants can provide written confirmation from their government or its accredited representative that they are employed by their government in furtherance of its sovereign activities. In all other cases, VAT (currently 20%) will be charged in addition to the fee. Payment in full must be received by PAI no later than 30 April 2012. Cheques should be made payable to Public Administration International. Alternatively, PAI is able to invoice individuals or government agencies. Payment by bank transfer is also acceptable.

Airfares, accommodation costs, daily travel (other than on visits scheduled in the programme), meals and living expenses are not included. We suggest that approximately £120 per person per day should be allowed for a modest standard of accommodation, local travel in the UK, meals and other incidental expenses. Participants requiring a higher standard of accommodation (for example a 4 star hotel) will need to allow approximately £175 per person per day.

### **Discount**

We offer a 10% discount on the tuition fee if a funding organisation sponsors more than three participants in any one calendar year. Please ensure that when you book your fourth participant (in any one calendar year) you let us know so that we can apply the discount.

<sup>1</sup>Travel to and from the airport in London and travel on scheduled visits in the programme are provided at cost.

### **Insurance**

Participants are advised to arrange travel and health insurance cover before leaving their home country.

### **Public Administration International (PAI)**

PAI specialises in management consultancy and development services for organisations in and associated with the public sector worldwide. We provide advice and support for governments undergoing political, economic, structural and legislative change. Our extensive network of associates includes practitioners, academics and independent consultants. The promotion of good governance and best practice are our key objectives. This programme is one of a number of specialist UK-based study programmes designed to meet the needs of public services worldwide..

### **Programme Director and key contributor**

The Programme Director is Professor David Parker. David is an Emeritus Professor of Economics at Cranfield School of Management, UK, where he lectures on competition policy. He was a Member of the UK Competition Commission between 1999 and 2007 and has advised governments and business on regulation and competition issues in many parts of the world. He is currently a Member of the Government's Regulatory Policy Committee and is the Government's Official Historian on Privatisation. David has published in leading international journals on the theory and practice of regulation and competition. He is a Fellow of the Royal Society of Arts and of the British Academy of Management.

Our key speaker during the programme is Martin Stanley. Martin is an experienced senior civil servant and regulator. He has recently been the Chief Executive of the UK's Competition Commission and, prior to that, Chief Executive of the Postal Services Commission, and Director of the UK's Regulatory Impact Unit (now the Better Regulation Executive). He is also the author of a website focusing on regulatory and competition policies: [www.regulation.org.uk](http://www.regulation.org.uk)

### How to apply

Please complete the attached Public Administration International application form and post, fax or email it to:

Clare Walters  
Programme Manager  
Public Administration International  
10 Bayley Street  
London WC1B 3HB  
UK  
**T** +44 (0)20 7580 3590  
**F** +44 (0)20 7580 4746  
pai@public-admin.co.uk

Applications can also be completed online. Please see our website for details: [www.public-admin.co.uk](http://www.public-admin.co.uk)

If you would like to discuss this programme, any of our other international study programmes or our consultancy services, please contact:

Claire Cameron  
Director  
Public Administration International  
**T** +44 (0)20 7580 3590  
pai@public-admin.co.uk

We also have extensive experience of designing tailor-made programmes (from one day to two or three weeks) which can be run in your own country or in the UK to meet the specific needs of groups or individuals at all levels within your organisation. Please contact us if you would like further information.

Public Administration  
International

10 Bayley Street  
London WC1B 3HB  
**T** +44 (0)20 7580 3590  
**F** +44 (0)20 7580 4746  
pai@public-admin.co.uk  
[www.public-admin.co.uk](http://www.public-admin.co.uk)