



BETTER POLICIES FOR BETTER LIVES

 **OECD-Korea Policy Centre, Competition Programme**

LEADERS SEMINAR ON ADVOCACY

24-26 JUNE 2015 - Singapore

The focus of the Seminar will be on competition law and policy advocacy. The objective of this Leaders Seminar will be to equip competition authorities in the Asia Pacific Region with the valuable experience, know-how and tools for advancing the acceptance and understanding of what competition agencies do and the promotion more generally of competition policy within their respective economic culture. That includes fostering a pro-competitive regulatory environment with less barriers to entry. Our Leaders Seminar will have current and former heads of competition agencies as speakers who have actively implemented successful advocacy programmes in their jurisdictions.

Our speakers (in order of appearance):

- Mr. Toh Han Li - Chief Executive, Competition Commission of Singapore
- Mr. Stanley Wong - Chief Executive Officer, Hong Kong Competition Commission
- Mr. Geronimo Sy - Assistant Secretary, Department of Justice of Philippines / Head of the Office for Competition (OFC)
- Mr. Declan Purcell - former Chairman, Irish Competition Authority
- Mr. Antonio Gomes - President, Portuguese Competition Authority
- Mr. Youngson Shin - Secretary General, Korea Fair Trade Commission
- Mr. Sean Ennis - former Chairman of Mauritius Competition Authority and now at OECD

Draft Agenda

Wednesday 24 June	
OPENING SESSION 09:00 – 09:30	OPENING REMARKS Mr. Jin Wook Chung Director General, OECD/KPC Competition Programme AND Mr. Toh Han Li Chief Executive Competition Commission of Singapore
09:30 – 10:30	INTRODUCTION TO THE OECD-KOREA POLICY CENTRE PR Video Participants briefly introduce themselves and their agency to the group INTRODUCTION TO THE WORKSHOP Mr. Ruben Maximiano (OECD)
10:30 – 10:45	COFFEE BREAK
10:45 – 11:15	THE ROLE OF ADVOCACY IN AGENCY EFFECTIVENESS Mr. Ruben Maximiano
11-15 – 12:15	HOW DO WE BUILD A COMPETITION POLICY CULTURE IN AN ASIAN ECONOMY? Mr. Stanley Wong (CEO, Hong Kong CC), with remarks by Mr. Toh Han Li and Mr. Geronimo Sy (Head of OFC, Philippines)

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12:15 – 13:30	GROUP PHOTO & LUNCH
13:30 – 14:15	COMMUNICATING WITH STAKEHOLDERS Mr. Geronimo Sy, with remarks by Antonio Gomes (President, Portuguese CA)
14:15 – 15:00	GETTING THE GOVERNMENT AND POLITICIANS ENGAGED Mr. Declan Purcell (former Chairman, Irish CA), with remarks by Mr. Stanley Wong and Mr. Geronimo Sy
15:00 – 15:15	COFFEE BREAK
15:15 – 16:00	JUDGES AND THE JUDICIARY EXPERIENCING COMPETITION POLICY Mr. Stanley Wong, with remarks by Mr. Antonio Gomes
16:00 – 17:00	A PANEL CONVERSATION ON STIMULATING A COMPETITION CULTURE Mr. Antonio Gomes, Mr. Stanley Wong, Mr. Declan Purcell, Mr. Toh Han Li, Mr. Geronimo Sy Moderator: Ruben Maximiano
18:00 –	WELCOMING DINNER
Thursday 25 June	
09:00 – 10:00	SINGAPORE’S EXPERIENCE OF ADVOCACY Ms. Ng Ee Kia (Senior Director, CCS)
10:00 – 11:00	KOREA’S EXPERIENCE OF ADVOCACY Mr. Youngson Shin (Secretary General, KFTC)
11:00 – 11:15	COFFEE BREAK
11:15 – 12:00	HOW TO GET THE MEDIA ON THE SIDE OF COMPETITION? Mr. Declan Purcell, with remarks by Mr. Ruben Maximiano
12:00 – 12:15	ADVOCACY AND EDUCATION – HONG KONG’S EXPERIENCE Mr. Derek Ritzmann
12:15 – 13:30	LUNCH
13:30 – 17:30	CCS CULTURAL TOUR
18:30 –	CCS CASUAL DINNER
Friday 26 June	
09:00 – 10:00	THE OECD’S COMPETITION ASSESSMENT TOOLKIT Mr. Sean Ennis (OECD)
10:00 – 10:45	MARKET STUDIES HAVE A ROLE TO PLAY Mr. Declan Purcell, with remarks by Mr. Antonio Gomes and Mr. Ruben Maximiano
10:45 – 11:00	COFFEE BREAK

11:00 – 11:30	GIZ AND ASEAN Ms. Sita Simpel (GIZ)
11:30 – 12:15	REGULATORY REFORM AND COMPETITION – THE EXAMPLE OF PORTUGAL Mr. Antonio Gomes
12:15 – 13:30	LUNCH
13:30 – 14:30	MEASURING IMPACTS: SOME PRIMERS Mr. Sean Ennis
14:30 – 15:00	COMPETITION ADVOCACY : THE EXPERIENCES OF CHINESE-TAIPEI Ms. Pei-Yi TAI
15:00 – 15:30	PAKISTAN EXPERIENCE Mr. Umair Javed
15:30 – 15:45	COFFEE BREAK
15:45 – 16:45	A PANEL CONVERSATION ON DEVELOPING A WINNING ADVOCACY STRATEGY Mr. Antonio Gomes, Mr. Declan Purcell, Mr. Sean Ennis, Mr. Toh Han Li Moderator: Ruben Maximiano
16:45 – 17:00	CLOSING CEREMONY