



37th Annual Competition Policy Conference

A new world: The EU's refit of competition policy
and its impact on the economy and politics

15.00-18.00 CET
Wednesday, 18 November 2020
#AntiTrustComp2020

37th Annual Competition Policy Conference 2020

Thanks to our sponsors

BAKER BOTTS 

BRUNSWICK

Thanks to our media partners

mlex
a LexisNexis company

 **PaRR**
An Acuris company

Speaking for American business in Europe

Who we are

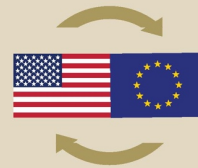
American companies committed to
and invested in Europe

What we want

FOCUS AREAS



To build a stronger
and more united EU



To maintain
and strengthen
the transatlantic
relationship

5 year vision 2019-2024

AGENDA FOR ACTION

Empowering
people

Boosting
the Single
Market

Leading global
cooperation

Investing in
the future

Our Sponsors

BAKER BOTTS



Baker Botts is a leading global law firm. The foundation for our differentiated client support rests on our deep business acumen and technical experience built over decades of focused leadership in our sectors and practices. We are proudly technical in helping clients shape the future of their industries.

[Click here to see our full brochure](#)

Recent Articles & Press:

[Baker Botts Partner, Catriona Hatton, and Baker Botts Counsel, David Cardwell, contributed to Global Competition Review's Europe, Middle East and Africa Antitrust Review 2021 covering joint ventures in the European Union](#)

[Baker Botts Partner, Matthew Levitt and Baker Botts Counsel, David Cardwell, discuss the court's overruling of the European Commission decision to prohibit the Hutchinson / O2 merger](#)

[UK Supreme Court Delivers Landmark Ruling on SEPs and FRAND Licensing](#)

[4th Amendment of the EU State Aid Temporary Framework](#)

[Baker Botts Partners Joseph Ostoyich, Erik Koons and William Lavery contributed to the Global Competition Review's Antimonopoly & Unilateral Conduct 2020 Know How publication - U.S. chapter](#)

BRUNSWICK

Brunswick is an advisory firm specialising in business-critical issues. We help clients navigate the interconnected financial, political and social worlds to build trusted relationships with all their stakeholders.

From financial situations through to capital markets, crisis, cyber, employee engagement and litigation, clients rely on Brunswick for insight, advice, planning, preparedness, and campaigns. Our purpose is to help the great value creating organisations of the world play a more successful role in society.

[Click here for our full brochure](#)

Programme

Welcome and opening address

15.00 - 15.10 **Opening remarks**

- **Zeger Vercouteren** (J&J), Chair, AmCham EU

Keynote address and discussion

15.10 - 15.30 **Keynote address**

- **Olivier Guersent**, Director-General, DG Competition, European Commission

15.30 - 16.00 **Discussion and Q&A**

- **Professor Anu Bradford**, Columbia Law School
- **Olivier Guersent**, Director-General, DG Competition, European Commission
- **Moderator: Dr Bertold Bär-Bouyssière** (DLA Piper), Co-Chair, Competition Policy Committee, AmCham EU

Panel 1: Antitrust in the global context: Geopolitics, Digital Regulation, Trade Reform and the Green Deal

16.10 - 16.55

- **John Davies**, Senior Advisor Regulatory and Public Affairs, Brunswick
- **Per Hellstrom**, Senior Legal Director, Europe, Middle East, Africa and India, Apple
- **Damien Levie**, Head of Unit, Technology and Security, FDI Screening DG Trade, European Commission
- **Moderator: Dr Salomé Císnal de Ugarte** (Hogan Lovells), Vice-Chair, Competition Policy Committee, AmCham EU

Panel 2: EU Antitrust Reform: What to Expect in Merger Control and Antitrust Enforcement?

- 17.05 - 17.50
- **Inge Bernaerts**, Director, Policy and Strategy (COMP.A) DG Competition, European Commission
 - **David Cardwell**, Counsel, Baker Botts
 - **Dr Carel Maske**, Senior Attorney Antitrust, Microsoft
 - **Moderator: Jay Modrall** (Norton Rose Fulbright), Co-Chair, Competition Policy Committee, AmCham EU

Closing

- 17.50- 18.00
- Closing remarks**
- **Jay Modrall** (Norton Rose Fulbright), Co-Chair, Competition Policy Committee, AmCham EU

Biographies

Welcome



@zegervercouteren

Zeger Vercouteren

Chairman, AmCham EU
Vice-President, Worldwide Government Affairs & Policy, Johnson & Johnson for Europe, Middle East and Africa (EMEA) and Global Supply Chain Initiatives

Zeger Vercouteren is Vice-President Worldwide Government Affairs & Policy, Johnson & Johnson for Europe, Middle East and Africa (EMEA) and Global Supply Chain Initiatives.

Zeger partners directly with J&J EMEA Business Segment Presidents to foster policy change which delivers robust and sustainable business and societal impact. Zeger also serves on J&J's Diversity & Inclusion Advisory Board for the EMEA region.

He is currently member of the J&J Foundation Board, Board Member of European Policy Center (EPC) as well as Chair of the Brexit Task Force at AmCham EU.

Prior to J&J, Zeger headed Baxter's European GA&P practice (covering devices/biotech/pharma/vaccines) and was the Deputy Director General at Eucomed, having joined from a business services background.

He holds an honours law degree from the FNDP-Namur/KU Leuven/UC-Barcelona Universities and an honours Business Administration Master's Degree from the Solvay Business School/ULB.

A Belgian national, Zeger speaks Dutch, French, English, Spanish, Catalan and understanding German.

Keynote address



Moderator

Dr Bertold Bär-Bouyssière

Co-Chair, Competition Policy Committee, AmCham EU
Partner, DLA Piper

Dr. Bertold Bär-Bouyssière, LL.M., is one of the leading practitioners of competition law in Brussels and Germany. Bertold has more than 20 years of experience in the field. A partner with DLA Piper's Brussels and German offices, Bertold is a Fulbright alumnus and admitted to the New York, German and Brussels bars. Bertold currently heads the EU Competition team in Brussels and also has responsibilities as Elected Member of DLA Piper's International Board. Since 2017, Bertold serves as Elected Co-Chair of AmCham EU's Competition Policy Committee.

Since 2004, Bertold has been recommended in Chambers' 'The World's Leading Lawyers and Legal 500' as a leading expert for EU Competition and State aid (subsidies) law, with a special praise of his talent for delivering time and cost-efficient high-quality work. Clients describe him as a 'very efficient, proactive and business-oriented lawyer who always makes himself available - brilliant.' (Chambers 2017).

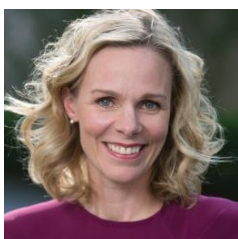


Olivier Guersent

Director-General, Directorate-General for Competition, European Commission

Olivier Guersent was Director-General in the European Commission's department for Financial Stability, Financial Services and Capital Markets Union from 2015 to 2019 after being the Deputy Director-General in the same department. From 2010 to 2014, he was the Head of Cabinet of Michel Barnier, Commissioner for Internal Market and Services. He also held several positions in the European Commission's department for competition as the director responsible for the fight against cartels, the head of unit in charge of merger control, the head of unit in charge of policy and coordination of cases and the deputy head of unit in charge of cartels.

Mr Guersent worked in the private offices of European Commissioners Neelie Kroes (2006-2009) and Karel Van Miert (1996-1999). Before joining the European Commission in 1992, Olivier Guersent began his career in the French Ministry of Economy and Finance in 1984, where he carried out many investigations for the French Competition Authority. He graduated from the Institut d'études Politiques de Bordeaux in 1983.



@anubradford

Professor Anu Bradford

Columbia Law School

A leading scholar on the EU's regulatory power and a sought-after commentator on the European Union and Brexit, Anu Bradford coined the term the Brussels Effect to describe the European Union's outside influence on global markets. Most recently, she is the author of *The Brussels Effect: How the European Union Rules the World* (2020).

Bradford is also an expert in international trade law and antitrust law. She spearheads the Comparative Competition Law Project, which has built a comprehensive global data set of antitrust laws and enforcement across time and jurisdictions. The project, a joint effort between the Law School and the University of Chicago Law School, covers more than a century of regulation in over 100 countries and has been the basis for Bradford's recent empirical research on the antitrust regimes used to regulate markets.

Before joining the Law School faculty in 2012, Bradford was an assistant professor at the University of Chicago Law School. She also practiced EU and antitrust law in Brussels and has served as an adviser on economic policy in the Parliament of Finland and as an expert assistant at the European Parliament. The World Economic Forum named her Young Global Leader '10.

At the Law School, Bradford is the director of the European Legal Studies Center, which trains students for leadership roles in European law, public affairs, and the global economy. She has also brought students to Brussels and Luxembourg to undertake intensive study of EU law and policy. Bradford is also a Senior Scholar at Columbia Business School's Jerome A. Chazen Institute for Global Business.

Panel 1: Antitrust in the global context: Geopolitics, Digital Regulation, Trade Reform and the Green Deal



@SCdeUgarte

Moderator

Dr Salomé Ciscal de Ugarte

Vice-Chair, Competition Policy Committee, AmCham EU
Office Managing Partner, Hogan Lovells LLP

Salomé Ciscal de Ugarte is the managing partner of the Brussels office of Hogan Lovells LLP and a member of the Antitrust, Competition and Economic Regulation practice group. She advises clients on all aspects of EU and national competition law, from complex mergers, global cartels and abuse of market power investigations, to issues relating to digital markets and e-commerce.

She has particular experience and expertise in consumer/luxury goods and retail, as well as in media/entertainment, life sciences and financial services. Recognised by legal rankings as a leader in the field of competition/EU law, she is praised for her 'brilliant and spot-on advice on the legal issues', as well as for her 'strategic approach to get the best results'. Last year, Politico Europe identified her as one of the top 10 'Women Shaping Brussels' for her work as EU competition lawyer.

She serves on the Board of Directors of the Harvard Alumni Association (US) and of the Harvard Club of Belgium and is the past president of the Harvard Club of Belgium and a past Vice-Chair of AmCham EU. Salomé holds degrees in Law and Economics from the University of Deusto, Harvard Law School (LL.M.), European University Institute (Ph.D.) and INSEAD (IDP).



John Davies

Senior Advisor Regulatory and Public Affairs, Brunswick

John is a Senior Advisor at Brunswick's Regulatory and Public Affairs practice. He is a former lawyer and was a partner of Freshfields Bruckhaus Deringer, where he founded and managed the Brussels office and led the Global Competition Practice. Prior to Freshfields, John worked as a case officer in the European Commission's Directorate-General for Competition.

John assists clients on the policy and communications aspects of competition and foreign investment challenges, drawing on his broad understanding of the drivers of competition and regulatory intervention in Europe and elsewhere, and his experience advising high-profile clients across different industries and jurisdictions. He works with colleagues in both London and Brussels on some of our clients' most complex and contentious matters. John also works with our teams globally providing senior counsel to clients on regulatory challenges in the context of cross-border transactions and investigations.

John's recent experience includes advising Telia of Sweden on its ultimately successful acquisition of Bonnier Broadcasting following an in-depth investigation by the European Commission, another in-depth EC merger enquiry and current high-profile antitrust investigations. John's experience as a lawyer included

Comcast on its bid for Sky TV in Europe and for the global assets of 21st Century Fox and AB InBev's acquisition of SABMiller both of which matters involved significant regulatory issues. He also represented a major investment bank during its successful defence of two European Commission investigations into alleged infringements in the credit default swaps market.

John was voted Antitrust Lawyer of the Year 2016 and received an Antitrust Lifetime Achievement Award in 2019 both from Global Competition Review. He is a visiting senior fellow at King's College, University of London. He is also Chairman of UKLegalFuture and a member of the task force of the American Bar Association on public interest in merger control. For 20 years, he was the consulting editor of the leading publication on merger control, 'Getting the Deal Through: Merger Control'.



@hellstroper

Per Hellstrom

Senior Legal Director, Europe, Middle East, Africa and India, Apple

Per Hellstrom is Senior Legal Director for Europe, Middle East, Africa and India at Apple. Prior to joining Apple in 2014, he served at the European Commission, in DG Competition, heading the Antitrust Unit dealing with Information industries, Internet and consumer electronics.

Prior to that, was a member of the Legal Service of the European Commission, Competition Team. Mr Hellstrom has a law degree from the University of Lund in Sweden, and an LL.M. from the London School of Economics.



Damien Levie

Head of Unit, Technology and Security, FDI Screening
Directorate-General for Trade
European Commission

Damien Levie currently heads the team "Technology & Security, FDI Screening" in the Directorate General for Trade in the European Commission.

The team has recently started to manage the first EU-wide coordination mechanism among EU Member States in the field of screening of foreign direct investment for purposes of protecting security and public order. The team also negotiates and implements EU rules and policies in the areas at the intersection of international trade, high-tech and security with a view to contributing to the long-term prosperity, strategic autonomy and security of the European Union. These rules and policies comprise notably EU dual-use export controls.

Damien previously headed the Trade Policy Evaluation and Transparency Teams in DG TRADE ensuring that the EU Trade agreements are subject to in-depth fact-based evaluations from a sustainability perspective and that the EU remains the world's most transparent public authority conducting trade policy.

He was a senior EU trade diplomat (Minister Counsellor) in Washington DC from 2014 to 2018, and helped manage the economic relations with the USA under Presidents Obama and Trump. From 2012 to 2014: the EU deputy-chief negotiator for the Transatlantic Trade and Investment Partnership between the EU and the USA.

Before working fulltime on EU-US trade, he was a senior adviser in the Cabinet of EU Trade Commissioner Karel De Gucht and a member of the Cabinet of Louis Michel, EU Commissioner for external relations with ACP countries and Development Policy. Damien joined the European Commission in 2001, working on issues including merger control policy and REACH, the EU's basic chemical regulation.

Damien Levie has law degrees from KU Leuven and the University of Chicago Law School and an economics degree from UC Louvain. He was a lawyer at a major US law firm in Brussels and New York from 1994 to 2001.

Panel 2: EU Antitrust Reform: What to Expect in Merger Control and Antitrust Enforcement?



Moderator

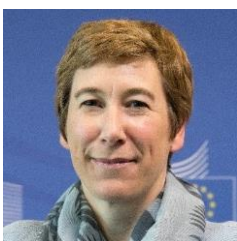
Jay Modrall

Co-Chair, Competition Policy Committee, AmCham EU
Partner, Norton Rose Fulbright LLP

James R. Modrall is an antitrust and competition lawyer based in Brussels and Co-Chair of AmCham EU's Competition Policy Committee. He joined Norton Rose Fulbright LLP in September 2013 as partner, having been a resident partner in a major US law firm since 1995. A US-qualified lawyer by background, he is a member of the bar in New York, Washington, D.C. and Brussels.

With 30 years of experience, he is a leading advisor for EU and international competition work, in particular the review and clearance of international mergers and acquisitions. Mr Modrall also has extensive experience with the interplay between EU competition law and regulation, including in the technology, energy and financial services sectors. He is a frequent contributor to periodicals and speaks regularly at international conferences on these issues.

Mr Modrall's native language is English and he is fluent in Italian and proficient in Dutch and French.



Inge Bernaerts

Director, Policy and Strategy COMP.A
Directorate-General for Competition
European Commission

Inge Bernaerts is Director for Strategy and Policy in the Competition Directorate General of the European Commission since August 2020. Prior to that, she held management positions in the Energy Directorate General of the Commission and was Head of Cabinet to Marianne Thyssen, Commissioner for Employment, Social Affairs, Skills and Labour Mobility in the Juncker Commission. Between 2003 and 2010, Inge

worked as case handler in antitrust and state aids and as Assistant to the Directorate General for Competition. Before joining the Commission, she practiced competition law at the Brussels bar with Stibbe Simont Monahan Duhot and Freshfields Bruckhaus Derringer and she lectured European law seminars at the Katholieke Universiteit Leuven.

Inge holds a law degree from the Katholieke Universiteit Leuven and a post-graduate degree in European law from the Universität Saarbrücken. She is married and has two sons.



David Cardwell
Counsel, Baker Botts

David Cardwell is Counsel in the Antitrust and Competition Practice of Baker Botts' Brussels office. His practice focuses on UK and EU competition law, including a particular concentration on EU and international merger control laws, and UK competition law (both mergers and behavioural).

Mr Cardwell has represented clients in significant mergers and acquisitions across many industry areas, including the technology, pharmaceutical, media, automotive and heavy industry sectors.

He has counselled clients in merger reviews before both the European Commission and national competition authorities, including cases involving advice on media plurality, regulated water industries and defence-related mergers.



Dr Carel Maske
Senior Attorney Antitrust, Microsoft

Carel Maske is Senior Attorney with Microsoft in Brussels covering antitrust in the EMEA region including competition policy, counselling and compliance as well as managing antitrust-related investigations and litigation. In this role he develops and implements compliance programs and provides antitrust trainings for the legal department and the business.

Before moving to Microsoft, Carel Maske had practiced competition law with Latham & Watkins in Brussels and Frankfurt and with Freshfields Bruckhaus Deringer in Berlin.

His expertise extends to unilateral conduct, IP and antitrust, vertical and horizontal cooperations, cartel investigations and merger control proceedings. Carel Maske speaks regularly on competition policy and compliance topics at antitrust conferences.



amchameu.eu