



American Chamber of Commerce
in Romania

AMERICAN CHAMBER OF COMMERCE IN ROMANIA
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Market Definition and Assessment Roundtable

American Cultural Center (10, Dumbrava Rosie St.), Bucharest,

September 9, 2008, 9:00 – 13:00

Draft Agenda

Speakers: Competition Council, National Institute of Statistics, Nielsen, IDC, GfK, MEMRB.

Participants: AmCham Romania member companies

9:00 – 9:30 Welcome Coffee

9:30 – 10:00 Opening Remarks

- Alexandra Gatej, President of AmCham Romania, Co-chair of the Competition Committee
- Gheorghe Oprescu, President, Competition Council
- Blair LaBarge, Economic Counselor, US Embassy to Romania
- Livia Constantinescu, Co-chair of the Competition Committee, AmCham Romania

10:00 – 12:30 Technical discussions

10:00 – 10:30 Competition Council:

- Competition Council's definition of relevant markets;
- Market share calculation;
- Principles in identifying relevant markets;
- Techniques used to identify relevant markets;
- Analysis of Competition Council's current practices;
- -Specificities of investigations related to possible breaches of Art. 5 and 6 of Law 21/1997 vs. economic concentration related controls;

10:40 – 11:40 Market Research Companies (Nielsen, IDC, GfK, MEMRB):

- Models and techniques in data collection and analysis;
- Main difficulties in data collection and analysis;
- Best practices in other EU member states;

11:50 – 12:05 The National Institute of Statistics:

- Data collection process;
- Methods to compile data;
- Companies' reporting methods to the National Institute of Statistics;
- Difficulties in determining the market shares;
- Methods to determine the market size (internal production and imports highlighted separately);

12:05 – 12:30 Q & A Session and Conclusions

12:30 – 13:00 Coffee and refreshments