

# Day 2.

## Session I | Competition in the Online Market: E-commerce and Digitalization



Shared Prosperity Dignified Life



Sultanate of Oman  
سلطنة عُمان  
وزارة التجارة والصناعة وترويج الاستثمار  
Ministry of Commerce, Industry & Investment Promotion



OECD



## Background

Digital technologies are rapidly changing the way markets function, changing the balance of market power, and posing new challenges to the effective enforcement of competition law and policies. E-commerce generally refers to online retail activities, comprising the sale of goods, services and digital content distribution over the internet to retail customers, as well as other activities such as online advertising. Amongst its benefits, e-commerce enhances consumer choice and purchasing power, as transparency and access to information increase with the detailed product characteristics available on online shopping platforms. E-commerce also facilitates innovation in product distribution. Although existing competition laws and policies remain relevant to keeping markets open and competitive, distinctive features of e-commerce markets, and the way suppliers and consumers have responded to the growth of the digital economy, give rise to complex challenges to competition law enforcement and therefore for competition authorities.

In this session, experts will discuss the unique characteristics of e-commerce markets and the types of market failures that characterize them. Speakers will explain how best to use existing tools in the authorities' toolbox to ensure effective enforcement. Case studies from outside the region will discuss the latest policy and enforcement developments that may provide insights for the countries of the Arab region as well as case studies from within the region.

The following are the main objectives of the special session:

- Understand how e-commerce markets may differ from bricks and mortar retail markets.
- Learn about the specific anti-competitive practices that characterize e-commerce markets and how existing tools in the competition authority toolbox can be applied.
- Understand the main challenges in competition in the online market within the Arab region through case studies.
- Learn about developments in other jurisdictions and share authorities' experiences from inside and outside the region with specific case studies.

## Moderator

- Lynn Robertson, Competition Expert, Organization for Economic Cooperation and Development (OECD)

## Speakers

- Lilia Naas, Chief, Office for Arab States, International Trade Centre
- Antonio Capobianco, Senior Competition Expert, OECD
- Pinar Akman, Professor of Laws, Leeds University
- Robert Anderson, ITC Consultant, former Team Leader for Competition Policy in the World Trade Organization (WTO) Secretariat
- Jamil Zayed, Director, Competition Directorate at the Ministry of Industry and Trade, Jordan
- Kayvan Hazemi-Jebelli, Competition & Regulatory Counsel at the Computer and Communications Industry Association Europe