



assonime

Associazione fra le società  
italiane per azioni

**Workshop jointly organized by Assonime and the EUI RSCAS**

**Fiesole, Florence, 20<sup>th</sup> September 2019**

***Innovation and market power in the food supply chain:  
challenges for competition policy and regulation***

## **Event description**

The European University Institute and Assonime are jointly organising a workshop in the context of the activities of the Florence Competition Programme (FCP) and the Florence School of Regulation, Comms & Media (FSR C&M). The event aims at gathering academics, practitioners, officials from National Competition Authorities (NCAs) as well as industry representatives to discuss the challenges for competition policy and regulation resulting from innovation and recent market developments in the food supply chain.

Agriculture 4.0 is bringing a revolution to the methods used by farmers to produce agricultural products: via increasing data collection by IoT sensors and big data analytics, farmers can maximize their crops, while reducing waste water and pesticides use. Innovation has an impact on the entire food supply chain: machine-to-machine communication improves the logistics and speeds up the food production chain. Finally, e-commerce is playing an important role in the distribution of food products, challenging traditional retail channels.

Additionally, the food supply chain has been affected by changes to the market structure. The entry of new players, the increasing degree of market concentration and vertical integration are changing bargaining power and market power at the different levels of the supply chain. These changes call into question the role of competition and regulation in the food supply chain. The workshop provides the opportunity to better understand how we should apply competition rules to agreements, unilateral conduct and concentrations in the food and retail sector in this evolving context.

Secondly, the role of regulation will also be discussed, with reference to the recent Directive (EU) 2019/633 concerning the B2B relationships in the food supply chain. Finally, the workshop will focus on the impact of e-commerce on the evolution of the sector, the role of platforms in this context and the related challenges for public policy.

## Programme

**Friday, September 20<sup>th</sup> 2019**

10.00 – 10.15	<p><i>Welcome</i></p> <p>Pier Luigi Parcu, EUI</p> <p>Ginevra Bruzzone, Assonime and School of European Political Economy -Luiss</p>
10.15 – 11.00	<p><i>Key-note speech</i></p> <p>Tassos Haniotis</p> <p>Director for Strategy and Policy Analysis, DG Agriculture</p>
11.00 – 11.30	<p><i>Coffee break</i></p>
11.30 – 13.00	<p><b>Panel I: Innovation and Agriculture 4.0: impact on the food supply chain</b></p> <p>Introduction: Catherine Del Cont, University of Nantes</p> <p>Panelists:</p> <ol style="list-style-type: none"> <li>1) Koen Deconinck, Trade and Agriculture Department, OECD</li> <li>2) Andrea Renda, CEPS/Luiss</li> <li>3) Martina Caldana, Compass Lexecon</li> <li>4) Leonardo Mirone, Barilla</li> </ol>
13.00 – 14.00	<p><i>Lunch</i></p>
14.00 – 15.30	<p><b>Panel II: The role of competition policy and the new rules on unfair trading practices</b></p> <p>Introduction: Ginevra Bruzzone, Assonime &amp; School of European Political Economy Luiss</p> <p>Panelists:</p> <ol style="list-style-type: none"> <li>1) Paul Czigár, DG Comp, European Commission</li> <li>2) Alessandro Noce, Italian Competition Authority</li> <li>3) Luciano Di Via, Clifford Chance</li> <li>4) Piero Cardile, Andc-Conad</li> </ol>
15.30 – 16.00	<p><i>Coffee break</i></p>

16.00 – 17.30	<p><b>Roundtable Discussion – The impact of e-commerce on the food supply chain and the challenges for public policy</b></p> <p>Introduction: Ioannis Lianos, UCL</p> <p>Panelists:</p> <ol style="list-style-type: none"> <li>1) Pier Luigi Parcu, EUI</li> <li>2) Andrea Pezzoli, Italian Competition Authority</li> <li>3) Roberto Alimonti, Oxera</li> <li>4) Mario Bagliani, Consorzio Netcomm</li> <li>5) t.b.d.</li> </ol>
17.30 – 17.45	<p><i>Concluding Remarks</i></p> <p>Pier Luigi Parcu, EUI</p>