

16 March

Opening Session

- 09:00  
09:30 | **Registration**
- 09:30  
09:45 | **Opening Remarks**  
*MR. GEVORG PAPOYAN,*  
*Minister of Economy of the Republic of Armenia*
- 09:45  
10:00 | **Keynote Address**  
**The Importance Of Competition Advocacy In Today's Fast-Changing Global Economy**  
*MR. GEGHAM GEVORGYAN,*  
*Chairman, Competition and Consumer Protection Commission of the Republic of Armenia*
- 10:00  
10:30 | **Coffee Break**

## Plenary Session 1

- 10:30  
11:45 | **Competition Advocacy to Leverage New and Emerging Market Trends While Keeping Markets Competitive**

*Rapid technological advancement and evolving business models are transforming markets at an unprecedented pace, presenting both opportunities and challenges for competition authorities. From artificial intelligence and digital platforms to the green economy and data-driven services, emerging market trends require competition authorities to adapt their advocacy approaches to ensure markets remain competitive whilst fostering innovation. This plenary session explores how competition authorities can proactively engage with new market developments through effective advocacy, including developing forward-looking advocacy strategies that address potential competition concerns before they materialise; engaging with innovators, industry stakeholders, and policymakers on competition considerations in emerging markets; and adapting advocacy tools and messages for emerging market trends.*

**Moderator:**

**MR. RENATO FERRANDI,**  
*Head of Directorate for International and EU Affairs,*  
*Italian Competition Authority (AGCM)*

### Speakers:

**DR. VINCENT VEROUDEN,**  
Senior Economist,  
European Commission

**MRS. SONIA MOURA,**  
Senior Legal Adviser,  
Portuguese Competition Authority

**MR. DAISUKE IKEZAWA,**  
Director, Office of Policy Planning and  
Research for Digital Markets,  
Japan Fair Trade Commission  
(online participation)

**MRS. ANUSH BEGLOIAN,**  
Member of Competition and Consumer  
Protection Commission, Republic of Armenia

### Event Room:

**TIGRAN THE GREAT BALLROOM, 1 st floor**

## Breakout Sessions



11:45  
13:00

### Breakout Session 1:

#### Effective Use of Market Studies to Promote Pro-Competition Public Policies

Market studies are powerful tools that enable competition authorities to identify barriers to competition, diagnose market dynamics, and create effective policy responses. Importantly, they serve both internal and external purposes. Internally, market studies help competition agencies refine their strategic priorities, deepen their understanding of competitive conditions in specific sectors, and better target enforcement and advocacy resources. Externally, they play a crucial role in making market processes more understandable for the public and the business, increasing transparency and strengthening confidence in competitive markets. They also support other public bodies responsible for sector-specific regulation by providing evidence-based insights into the effectiveness of past regulatory measures and guiding the development of future interventions. This breakout session will explore how market studies can be effectively designed, executed, and communicated to promote pro-competition public policies. Participants will discuss best practices for maximizing the impact of market studies, strategies for ensuring that study findings are integrated into broader policy frameworks, and common challenges competition authorities face when using these studies as advocacy and regulatory tools.

### Moderator:

**MR. HAKOB MANUKYAN,**  
Head of Policy Development and Methodology Division,  
Competition and Consumer Protection Commission, Republic of Armenia

### Speakers:

**MRS. URSZULA ADAMCZYK,**  
Chief Expert, Office of Competition and  
Consumer Protection (UOKiK), Poland

**MR. IRAKLI SHAKIASHVILI,**  
Deputy Head of the Legal Department,  
Georgian Competition and Consumer Agency

**MR. LÁSZLÓ NAGY-CZIROK,**  
Economic Analyst, Case Handler,  
Hungarian Competition Authority  
(online participation)

**MRS. NINETTE K. MWARANIA,**  
Manager, Planning, Policy and Research,  
Competition Authority of Kenya  
(online participation)

**MS. VILASNI PANDIAN,**  
Senior Competition Analyst,  
Competition and Consumer Commission  
of Singapore, (online participation)

### Event Room:

**ASHOT YERKAT MEETING ROOM, 1 st floor**

## Breakout Session 2:

### ○ **Competition Principles in Public Policies – Identifying the Public Policies and Embedding Competition Principles in Them**

Effective competition is a crucial element for a country's economic development. However, along the way, competition is sometimes distorted, often as a result of sector-specific policies and regulations. This is why strengthening a competition-focused culture among policy developers is particularly important, and why policies should be competition-oriented from the very beginning of the policy development process. This breakout session explores practical ways to strengthen policy coherence by integrating competition principles across the full spectrum of public policymaking. It focuses on identifying misalignments, developing tools for embedding competition considerations, and examining successful models of coordinated policy design and implementation.

#### **Moderator:**

**DR. JULIANA OLIVEIRA DOMINGUES,**

Professor, Universidade de São Paulo - FDRP/USP, Brazil, [\(online participation\)](#)

#### **Speakers:**

**MS. MIKU IWAMIYA,**

Section Chief, Coordination Division,  
Japan Fair Trade Commission

[\(online participation\)](#)

**MR. PABLO EMMANUEL RAMIREZ AYALA,,**

Head of Advocacy, Paraguay Comisión  
Nacional de la Competencia

**DR. FEDERICA MAIORANO,**

Senior Competition Expert, OECD

**MR. ENRIQUE RUIZ DE VILLA SAIZ,**

Deputy Director of Economic Analysis  
(Advocacy Department), Spanish National  
Markets and Competition Commission (CNMC)

[\(online participation\)](#)

**MS. DANIELA BOVE,**

Principal Analyst, Advocacy Division,  
Competition Commission, South Africa

[\(online participation\)](#)

#### **Event Room:**

TRDAT THE II MEETING ROOM, 1 st floor

## Breakout Session 3:

### ○ **Strategies for Effective Stakeholder Engagement for Public Procurement**

Effective stakeholder engagement plays a vital role in enhancing transparency, integrity, and competition within public procurement systems, ensuring that the views of suppliers, contracting authorities, oversight bodies, and civil society are meaningfully reflected in policy development and decision-making. Yet fostering and maintaining such engagement can be challenging, as policy makers often confront limited stakeholder awareness, differing expectations, capacity constraints, and structural barriers that complicate open and constructive dialogue. This breakout session will examine strategies for cultivating inclusive and impactful engagement across the procurement landscape, showcasing practical tools, successful international approaches, and lessons learned. The discussion will also consider common obstacles faced by procurement and competition authorities and explore ways to strengthen communication, trust, and stakeholder participation in support of more competitive and resilient procurement outcomes.

#### **Moderator:**

**MR. SANDI VALENTINC,**

Head of International Department, Croatian Competition Agency

### Speakers:

**MR. JONATHAN SMALL,**  
Head of Advocacy, Competition and Consumer  
Protection Commission, Ireland  
([online participation](#))

**MS. PAZ CARBAJO GIMENEZ,**  
Competition Advocacy Department - Technical  
Advisor, Spanish National Markets and Competition  
Commission (CNMC) ([online participation](#))

**MR. MOHD HASBULLAH MOHAMAD FAUDZI,**  
Principal Assistant Director,  
Competition Commission (MyCC), Malaysia

**MRS. KARABO MOTAUNG,**  
Principal Analyst, Advocacy Division,  
Competition Commission, South Africa  
([online participation](#))

**MS. TATEVIK HOVHANNISYAN,**  
Head of Division of Control on Anticompetitive  
Agreements, Anticompetitive Actions of  
State Bodies and Public Procurement,  
Competition and Consumer Protection  
Commission, Republic of Armenia

### Event Room:

LEVON OF CILICIA MEETING ROOM, 1 st floor

○ 13:00 | Lunch  
14:15

## Plenary Session 2

○ 14:15 | **Fostering a Culture of Pro-Competition Policy Across  
15:30 | Public Sector Agencies – Best Practices and Challenges**

Competition policy is most effective when it is embedded across government, with all public sector agencies considering competition implications in their policy-making and regulatory decisions. However, fostering a pro-competition culture across diverse government agencies presents significant challenges, from competing policy priorities and institutional resistance to limited competition expertise within non-competition agencies. This plenary session examines strategies for building competition awareness and commitment across the public sector, exploring both successful approaches and common obstacles faced by competition authorities in their advocacy efforts towards government agencies.

### Moderator:

**MRS. SHUSHAN SARGSYAN,**  
Member of Competition and Consumer Protection Commission,  
Republic of Armenia

### Speakers:

**MR. COSMIN BELACURENCU,**  
Member of Board,  
Romanian Competition Council

**MR. STEVEN COUPER,**  
Counsel for International Antitrust,  
US Federal Trade Commission  
([online participation](#))

**MRS. LILIAN SANTOS MARQUES SEVERINO,**  
Chief Economist, CADE, Brazil  
([online participation](#))

### Event Room:

TIGRAN THE GREAT BALLROOM, 1 st floor



15:30  
16:00

Coffee Break

## Breakout Sessions



16:00  
17:15

### Breakout Session 4: Competition Advocacy and Sustainability

Advocacy can serve a dual function: not only helping to prevent anticompetitive risks, but also proactively encouraging pro-competitive initiatives. Businesses may sometimes be reluctant to pursue certain projects due to concerns about infringing competition law. This session will explore how different NCAs use advocacy to promote pro-competitive initiatives and support sustainable development — for example, through guidelines, informal guidance, and other proactive measures.

#### Moderator:

**MS. ASTGHIK BAGHRAMYAN,**

Assistant to Chairman, Competition and Consumer Protection Commission,  
Republic of Armenia

#### Speakers:

**MS. MARJORIE HOLMES,**

Partner, Reed Smith, United Kingdom

**MRS. SONIA MOURA,**

Senior Legal Adviser,  
Portuguese Competition Authority

**MR. FRANÇOIS-CHARLES LAPRÉVOTE,**

Cleary Gottlieb Steen & Hamilton LLP, France  
(online participation)

#### Event Room:

ASHOT YERKAT MEETING ROOM, 1 st floor



### Breakout Session 5: Competition Advocacy and Digital Markets

This session will explore how competition advocacy can help address the unique challenges of digital markets and how agencies can effectively design and tailor their advocacy efforts in this context. Digital markets often present complex issues that may require specialized approaches or the use of alternative tools compared to traditional sectors. The discussion will focus on strategies for promoting compliance, raising awareness, and addressing issues specific to digital platforms, while encouraging participants to share innovative practices and experiences. This session will also explore how innovative digital solutions can enhance the effectiveness of competition advocacy, by strengthening outreach efforts, improving market awareness, enabling more precise evaluation of advocacy impact, and addressing the challenges posed by the digital transformation of advocacy activities. During the session, agencies will also have the opportunity to share new approaches they are using to promote compliance and build awareness.

**Moderator:**

**MRS. HANNA KOEHLER,**

Expert, International Cooperation Bureau,  
Office of Competition and Consumer Protection (UOKiK), Poland

**Speakers:**

**MR. HAKOB MANUKYAN,**

Head of Policy Development and  
Methodology Division, Competition and  
Consumer Protection Commission,  
Republic of Armenia

**DR. CHRISTOPH FRITSCH,**

G4-German and European Merger Control,  
Bundeskartellamt, Germany

**MR. MICHELE PACILLO,**

International Affairs Senior Officer,  
Italian Competition Authority (AGCM)

**Event Room:**

TRDAT THE II MEETING ROOM, 1 st floor

**Gala Dinner**



19:00  
21:30

| **Gala Dinner**

**Event Room:**

TIGRAN THE GREAT BALLROOM, 1 st floor

○ 09:00 | **Strengthening SME Capacities of Competition Principles and**  
10:15 | **Raising Awareness of Competition Policy Best Practices**

As SMEs often lack the resources and expertise to navigate complex competition issues, competition authorities face unique challenges in reaching and engaging this vital segment of the business community. This session will examine the common knowledge gaps and barriers SMEs face in understanding competition policy and its benefits, and explore innovative approaches to bridging these gaps. The session will showcase international best practices in SME-focused competition advocacy and discuss practical strategies for strengthening SME capacities in competition compliance.

**Moderator:**

**DR. MARIA PILAR CANEDO,**  
Senior Competition Expert. Academic Director, OECD-GVH Regional Center

**Speakers:**

**MR. DAVE ANDERSON,**  
Partner, BCLP LLP (Brussels Office)

**DR. FREDERICK ROMERO,**  
Director IV, Communication and  
Knowledge Management Office,  
Philippine Competition Commission

**MS. ANNA PETROSYAN,**  
Member of Competition and Consumer  
Protection Commission, Republic of Armenia

**MR. PEDRO HINOJO GONZÁLEZ,**  
Head of Market Studies, Spanish Competition  
Authority (CNMC) ([online participation](#))

**Event Room:**

TIGRAN THE GREAT BALLROOM, 1st floor

○ 10:15 | **Coffee Break**  
10:45

## Breakout Sessions

○ 10:45 | **Breakout Session 6:**  
12:00 | **Developing a Plan for Competition Advocacy to SMEs**

Effective competition advocacy to SMEs requires a structured, strategic approach that considers the unique characteristics and needs of small businesses. In this interactive session, participants will go through the process of developing a practical competition advocacy plan tailored for SMEs. This includes: ☒ identifying key challenges SMEs face in understanding and complying with competition principles ☒ analysing the target audiences, key influencers, and potential allies in SME competition advocacy efforts ☒ developing advocacy strategies including objectives, key messages, delivery mechanisms and channels, and resource requirements outlining practical implementation steps, timelines, and success indicators for their advocacy plans.

### **Moderator:**

**MS. SATIK GHIMOYAN,**

Head of Legal Department, Competition and Consumer Protection Commission,  
Republic of Armenia

### **Speakers:**

**MS. MARJORIE HOLMES,**

Partner, Reed Smith, United Kingdom

**MS. INÊS SEQUEIRA MENDES,**

Managing Partner, Abreu Advogados,  
Portugal

**MR. PEDRO HINOJO GONZÁLEZ,**

Head of Market Studies, Spanish Competition  
Authority (CNMC)

(online participation)

**MR. RENÉ MILICH,**

Case Handler – Cartels, Office for the  
Protection of Competition,

Czech Republic (online participation)

### **Event Room:**

**ASHOT YERKAT MEETING ROOM, 1 st floor**

## **Breakout Session 7: Effective Competition Advocacy for SMEs Through Communication and Collaboration**

Effective competition advocacy to SMEs requires both clear communication strategies and strategic partnerships to amplify impact. This session focuses on developing effective advocacy approaches that translate complex competition concepts into clear, relatable messages demonstrating the tangible value of competition policy for small business owners. It will also examine how competition authorities can build effective partnerships with NGAs to amplify advocacy efforts to SMEs. This includes exploring different areas of the competition advocacy process (research and analysis, message development, engagement and outreach) and identifying which NGAs are most effective for specific partnerships.

### **Moderator:**

**MR. DAVE ANDERSON,**

Partner, BCLP LLP (Brussels Office)

### **Speakers:**

**MR. MACIEJ CHMIELOWSKI,**

Chief Expert, Department of Communication,  
Office of Competition and  
Consumer Protection (UOKiK), Poland

**MRS. ARMINE HAKOBYAN,**

Deputy Director, Department for Competition  
and Public Procurement Policy,  
Eurasian Economic Commission

**MR. MOHD HASBULLAH MOHAMAD FAUDZI,**

Principal Assistant Director,  
Competition Commission (MyCC), Malaysia

**MS. INAH GENEVE MANGILIN,**

Chief, Capacity Building and Advocacy Division,  
Philippine Competition Commission

**MR. HOVSEP PATVAKANYAN,**

Head of EBRD Investment Council of Armenia  
(IC Armenia)

### **Event Room:**

**TRDAT THE II MEETING ROOM, 1 st floor**

## Closing Session



12:00  
12:15

### **Closing Remarks**

*MRS. SHUSHAN SARGSYAN,  
Member of Competition and Consumer Protection Commission,  
Republic of Armenia*

## Social Programme



14:30

### **Visit to History Museum of Armenia**

**Matenadaran Mesrop Mashtots Research Institute of Ancient Manuscripts**