



Price Differentiation in the Digital Single Market

Commercial incentives and policy initiatives for cross-border delivery pricing, geo-blocking, and price differentiation practices across industries

21 June 2016 in Copenhagen

Copenhagen Economics and Gorrissen Federspiel are pleased to invite you to our annual midsummer conference. The conference follows closely from topics in the European Commission's E-commerce package published on 25 May.

This year, the conference will touch upon topical policy areas such as cross-border delivery, geo-blocking, and price differentiation across the economy (online and offline) – both from a regulatory and competition perspective. What insights does economic theory offer to complex policy questions? What can economists learn from the challenges and trade-offs that companies, regulators, and policy makers face?

We have composed an interesting programme with speakers from the European Commission, European companies, national policy makers, industry and regulatory experts. We hope for stimulating discussions both on and off-stage. We would be delighted to welcome you in our new offices on the harbour-side in beautiful Copenhagen.

When

21 June 10am – 4.30pm
followed by reception

Where

Copenhagen Economics
Langebrogade 1B
DK-1411 Copenhagen
Denmark
(15 mins from airport)

Registration

[www.copenhageneconomics.com/
price-differentiation-in-the-digital-
single-market](http://www.copenhageneconomics.com/price-differentiation-in-the-digital-single-market)

Cost & payment

€ 80 (includes VAT)
Invoices will be sent to
participants after registration.
Registration is binding, but
transferable.

Programme

10.00 – 10.30	Arrival and coffee	
10.30 – 10.40	Setting the scene	Henrik B. Okholm – Copenhagen Economics, Partner
10.40 – 12.00	<p>Session 1: Cross-border delivery</p> <p><i>What are the commercial drivers of cross-border delivery pricing? How do these vary across the e-commerce value chain? What policy aims and what are the expected effects?</i></p> <p><u>Panel session chaired by Julia Wahl, Copenhagen Economics</u></p>	<p>Robert Pochmarski – DG GROW, Unit Public Interest Services, Senior expert Razvan Antemir – EMOTA, Director Government Affairs Claire Borsenberger – La Poste, Senior economist, Head of department Mark van Der Horst – UPS, Director EU Public Affairs</p>
12.00 – 13.00	Lunch	
13.00 – 14.20	<p>Session 2: Geo-blocking</p> <p><i>What are the commercial incentives for geographically differentiated pricing and conditions? How do these vary across the digital value chain? What policy aims and what are the expected effects?</i></p> <p><u>Panel session chaired by Morten Nissen, Gorrissen Federspiel</u></p>	<p>Kamila Kloc – Ansip cabinet, Deputy Head Malene Ehlers – Nordisk Film Production, COO and Attorney-at-Law Grzegorz Wojcik – Allegro Group, Head of Corporate Relations Lone Rasmussen – Danish Chamber of Commerce, Head of retail markets Joanna Lopatowska – EuroCommerce. Adviser: Consumer Policy</p>
14.20 – 14.50	Coffee break	
14.50 – 16.10	<p>Session 3: Price differentiation: online, offline and in regulated industries</p> <p><i>What economic rationale is there for price differentiation, when is it compatible with social welfare, when not? What evidence on online and offline price differentiation? What can be drawn from industrial economics, competition law and the theory and practice of regulation across industries?</i></p> <p><u>Panel session chaired by Martin Thelle, Copenhagen Economics</u></p>	<p>Néstor Duch-Brown – EC Joint Research Centre (IPTS), Scientific Officer Hanne Melin – eBay, Director Global Public Policy Marion Brouwer – PostNL, Manager Pricing & Intelligence Francesco Materia – ARCEP, Head of unit Accounting, Modelling, Economics Matt Cherry – British Telecom, Head of Regulatory Policy</p>
16.10 – 16.30	Concluding remarks	Bruno Basalisco, Copenhagen Economics, Senior economist
16.30 –	Reception	