



AM

11th China Anti-Trust Law Seminar 2016


November 3-5, 2016 • Kuntai Royal Hotel, Beijing

Highlights

-  More than **150 delegates from leading companies** will discuss the latest developments and challenges regarding anti-trust
-  Opportunities to hear about **first-hand experiences in the anti-trust field** of business operations and learn from recent case studies
-  Keep up to date with the **latest progress of Chinese anti-monopoly regulations and law enforcement**
-  Interpretation and analysis of the **Anti-Unfair Competition Law (Draft Amendment 2016)**, The **Anti-Monopoly Guidelines for Automotive Industry**, and how to **fight against corruption to set up fair competition** in the marketplace
-  Focus on monopoly issues such as **vertical restraints, investigations and price monopoly** in particular industries such as **automotive, internet, and healthcare**, and the chance to listen to respected opinions from various industry experts
-  Updates on **legislation and enforcement trends of IPR-related monopolies** and interpretation and analysis of the **latest regulations on anti-price monopolies**
-  Share experiences and network with industry peers to promote fair market competition

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Background

Since the implementation of the Anti-Monopoly Law in 2008, China's AML reform has undergone eight years of sizeable change. Subsequently, each relevant department has successively implemented a number of supporting AML procedures and regulations, making encouraging progress.

This year in particular, the government continued to intensify and accelerate the pace of investigations and has investigated a number of key enterprises in different industries. This has also expanded the business scope of antitrust investigations further and shocked many multinational companies.

The 11th China Anti-Trust Law Seminar 2016 will take place to give industry figures insight into the latest AML legislation and enforcement by providing opportunities for communication with related authorities and covering specific case studies. The event will help companies to enhance regulation in their own practices, and avoid potential legal risks in future operations.

Your Eminent Speakers From

- Ministry of Commerce (MOFCOM)
- State Administration for Industry and Commerce (SAIC)
- National Development and Reform Commission (NDRC)
- Anti-Monopoly Committee of the State Council of the PRC.
- EU Competition Commission
- Peking University
- University of International Business & Economics (UIBE)
- Leading Multinational Companies and Law Firms

Who Should Attend

From Corporations:

- CEO/General Manager
- President/Vice President
- Regional Manager/Representative
- General Counsel/Legal Director
- Legal Manager/Counsel/Specialist
- Compliance Director/Officer/Manager
- M&A Director/Manager
- BD and Marketing Director/Manager
- Government Affairs Director/Manager
- Risk Control Director/Manager
- Media and Communication Manager/Specialist

From Law Firms:

- Managing Partners/Partners
- Senior Associates/Associates
- Lawyers/Attorneys
- Legal Consultants

Pre-event: Anti-Unfair Competition Law Thursday, November 3

13:00 Sign In

13:30 Interpretation and Analysis of the Anti-Unfair Competition Law (Draft Amendment 2016)

- Highlights and new items
- Direction and focus of law enforcement in the near future
- Positive aspects to anti-trust law enforcement
- Q&A

HUANG Yong

*Vice Chair of the Expert Advisory Board of the State Council Anti-Monopoly Commission
Director of the Competition Law Centre at the University of International Business & Economics (UIBE)*

14:30 Fighting Against Corruption to Set Up Fair Competition in the Marketplace

- Anti-corruption and anti-bribery law enforcement situations and trends
- Industries and fields of greatest concern by governments
- Corruption prevention and investigation measures
- Interpretation of misunderstandings and advice for corporations
- Q&A

State Administration for Industry & Commerce(SAIC)

15:30 Tea Break and Networking

16:00 The Issues and Challenges of Anti-Unfair Competition in the Internet Industry

- Business models and features of the internet industry
- Analysis on unfair competition behavior of the internet industry
- How to establish management to avoid unfair competition risks
- Q&A

WANG Qiongfei

*Legal Director
Alibaba Group*

Panel Discussion:

17:00 Analysis of Unfair Competition Issues in Corporate Marketing Activities

- Recent cases studies
- Unfair competition behaviors during marketing activities
- Effective and ethical marketing methods
- Q&A

17:45 End of Pre-conference

Day One

Friday, November 4

08:30 Sign In

08:45 Opening Remarks by Chairman

SHENG Jiemin

Expert in the Review and Revision Expert Team of Anti-Monopoly Law of the PRC. Professor of Peking University Law School

Hot Issue Discussion and International Experience Learning

Panel Discussion:

09:00 **Explore the Trends and Challenges of China's Future AML Legislation and Enforcement**

- Issues and challenges to be solved in the current AML system
- Outlook of the legislation of state owned and administrative monopolies
- Standards and trends of antimonopoly public enforcement
- Conflicts between the anti-monopoly legal system and industry regulations
- Q&A

Moderator:

HUANG Yong, *Vice Chair of the Expert Advisory Board of the State Council Anti-Monopoly Commission, Director of the Competition Law Centre at the University of International Business & Economics (UIBE)*

Panelists:

SHENG Jiemin, *Expert in the Review and Revision Expert Team of Anti-Monopoly Law of the PRC.*

09:45 **Learning from EU Antitrust Law Enforcement and Prospects for its Future Development**

- New directions and new trends
- Leniency, exemption, and punishment policies and standards
- Case studies

Open for Sponsor

10:30 **Tea Break and Networking**

Vertical Restraints, Investigations, and Healthcare Special

11:00 **Anti-monopoly Issues in the Healthcare Industry in China-What Can We Do**

- Why do we need antitrust compliance in healthcare industry?
- What are the major antitrust risks for healthcare companies in China? And what can we do to manage these risks?
- What is the trend of the latest antitrust legislation and law enforcement?
- Q&A

NING Xuanfeng

Partner

King & Wood Mallesons

11:45 Vertical Restraints in Distribution under Anti-Trust Law, Especially for Automotive Companies

- Competition policy towards vertical restraints on distribution under anti-trust law
- The main types of vertical restraints in distribution, especially for automotive companies
- Competition effects of the vertical restraints
- Q&A

John Kajander
General Counsel
Shanghai General Motors

12:30 Luncheon

14:00 How to prevent bugsell and disorderly price under the premise of antitrust compliance

- **Bugsell**
 - * The main forms of bugsell and the cases
 - * How to effectively control the bugsell under the AML
- **Disorderly price**
 - * The main forms of disorderly price and the cases
 - * How to effectively control the disorderly price under the AML
- Q&A

DING Liang
Partner/Attorney at Law
DeHeng Law Offices

14:45 How to Manage Patents Properly and Deal with NPE Patent Disputes

ZHANG Zhongli
IP Director
Hisense Group

15:30 Tea Break and Networking

Panel Discussion:

16:00 Cross-Border Antitrust Reporting and Investigation for Acquisition in China

- Different reporting and investigation schemes for acquisition in China
- Concentration issues of enterprise acquisition
- Experience sharing
- Q&A

Panelists:

Representatives from Leading Companies and Law Offices

17:00 Close of Day One

Day Two

Saturday, November 5

08:30 Sign In

Updates on Chinese Anti-Monopoly Legislation and Enforcement

09:00 Updates on the Legislation and Enforcement Trends of IPR-related Monopolies

- Principles and methods of IPR-related AML enforcement
- Definition of the dominant market position in cases related to the IPR
- 'Safe Harbour' rule and the factors for essential facility identification
- Unreasonable restrictions and regulations on the abuse of the Patent Pool
- Enforcement Working Plan and Schedule
- Q&A

State Administration for Industry & Commerce (SAIC)

09:45 The Procedure of Declaring a Review of the Concentration of Undertakings and Enforcement Dynamics

- Issues during the declaration of the concentration of undertakings
- Procedures and requirements involved with an anti-monopoly review
- Implications and principles of the simplified procedure
- Interpretation of issues regarding the additional restrictive condition
- Transparency issues in the merger review
- Enforcement trends and case study

Ministry of Commerce (MOFCOM)

10:30 Tea Break and Networking

11:00 Interpretation and Analysis of the Latest Regulations on Anti-Price Monopoly

- Guidelines for building up a censorship mechanism
- Direction and trends of anti-price monopolies this year
- Recent case studies
- Q&A

National Development and Reform Commission (NDRC)

11:45 The Anti-Monopoly Guidelines for the automotive Industry and its Progress and Timeline

- Key features of the guidelines
- Making progress and a timeline
- Issues for international companies operating in China
- Q&A

National Development and Reform Commission (NDRC)

12:30 Luncheon and Networking

IPR, Compliance and Price Monopoly

14:00 How to Avoid Price Monopoly Risks in Business Operations

- How to avoid collusion with competitors
- Risks and types of vertical price monopoly
- Corporate pricing system management
- Q&A

QIU Peilong

Vice President

Hanergy Holding Group



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14:45 How Can Companies Protect and Regulate the Use of Patents

- Understanding regulations related to IPR related monopolies
- How to protect an enterprise's own intellectual property from infringement
- How to establish an effective IP compliance system
- Q&A

Ding Jianxin

*Head of the IP Rights Department
Huawei*

15:30 Tea Break and Networking

16:00 Issues of compliance for Dealers

- How to establish the risk management system: identification, assessment, response
- How to effectively implement the dealer compliance
- Q&A

ZHANG Baisha

Partner

Zhong Lun Law Firm

17:00 End of the Summit



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