



CIPCO

Center for Intellectual Property and Competition Law

ALGORITHMIC MARKET ACTIVITY

ONLINE WORKSHOP SERIES IN COOPERATION
WITH SWISS COMPETITION AUTHORITY (WEKO)
AND ASCOLA SWITZERLAND

1st Online Session (April 21, 2021, 3pm): Algorithmic Market Activity - A Challenge for Competition Policy

Dr. Kate Brand (Competition and Markets Authority UK)
Dr. Antonio Capobianco (Competition Division OECD)
Prof. Andreas Heinemann (Swiss Competition Commission)
Dr. Thomas Kramler (DG COMP, European Commission)
Prof. Achim Wambach (Monopolies Commission DE)
Host: Prof. Peter Georg Picht (CIPCO)

2nd Online Session (May 27, 2021, 3pm): Algorithmic Market Activity - The Econ and IT Perspective

Prof. Giacomo Calzolari (European University Institute)
Prof. Joseph Harrington (University of Pennsylvania US)
Prof. Christo Wilson (Northeastern University US)
Host: Prof. Adrian Künzler, Prof. Peter Georg Picht (CIPCO)

3rd Online Session: Algorithmic Market Activity - Impact on Consumers

Speakers will be announced soon

4th Online Session: Algorithmic Market Activity - Agency / Regulatory Strategies

Speakers will be announced soon



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ALGORITHMIC MARKET ACTIVITY

Algorithms employed for companies' market activities have an ever growing impact on business and competition.

Pricing algorithms, for instance, enable companies to set prices quickly, efficiently and in a resource-efficient manner. With the help of such applications, a large number of factors can be included into a comprehensive pricing strategy. Increasingly, the technical possibilities allow algorithms to be used not only in the context of a simple adjustment to competitors' prices but also in tailoring prices to individual market participants.

But what are the effects of the use of such pricing tools on the market, competition and society?

Tentative answers to this question can already be found in recent economic and IT research. And the topic also seems to be coming to the attention of the authorities - as evidenced by several, recent high-profile cases (e.g. Facebook/BKartA). Nonetheless, it is vital that the discourse between academia and practice, between market participants and authorities continues, staying abreast of the technical and business developments.



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ONLINE WORKSHOP-SERIES ALGORITHMIC MARKET ACTIVITY

April 21, 2021	<i>A Challenge for Competition Policy</i>
May 27, 2021	<i>The Econ and IT perspective</i>
tba	<i>Impact on Consumers</i>
tba	<i>Regulators' Strategies</i>

The online workshops will take place on the above mentioned dates between 15:00 - 17:00 (UTC +2).

EVENT LOCATION

The events are conducted **online**, after pre-registration the audience will be sent a link to participate.

HOST AND MODERATION

Host and Moderation: Prof. Peter Georg Picht (Head CIPCO)

Co-Moderation: Members of the CIPCO

Research and event management: Martin P. Werner (CIPCO)



REGISTRATION / INFORMATION

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