



THE LAW SOCIETY  
OF SINGAPORE

**The Law Society of Singapore &  
The Singapore Academy of Law**

**Jointly Present:**

**UPDATES IN  
COMPETITION LAW & PRACTICE**

**Wednesday, 10 October 2007, 2.30-6.00pm**

**About this Seminar**

The Singapore Academy of Law and the Law Society of Singapore are proud to present an update on recent competition law developments in 2 key areas:

1. Economic analysis of competition law
2. Competition law implications for trade associations, professions and self-regulating bodies

This seminar is highly recommended for:

- Lawyers who practise corporate and competition law
- Business development and strategic development executives
- In-house counsel/Legal Officers
- Regulators & policy-makers
- Board, Council members of associations, societies, professional and self-regulating bodies
- Law academics
- Economists

**Programme Outline**

2.30-2.45PM	REGISTRATION & REFRESHMENTS
2.45-3.00pm	Opening Remarks by Chairperson <i>Mr. Daniel Koh – Partner, M/s Rajah &amp; Tann</i>
3.00-4.15pm	<b>ECONOMIC ANALYSIS OF COMPETITION LAW:</b> This session will address basic aspects of the economic analysis of competition law presented in an intuitive way, with reference to the Competition Commission of Singapore guidelines on abuse of a dominant position, anti-competitive agreements, and mergers. Issues to be discussed include: <ul style="list-style-type: none"> <li>▪ Market definition</li> <li>▪ Elasticity</li> <li>▪ Market share vis-a-vis market power</li> <li>▪ Mergers</li> <li>▪ Countervailing efficiencies</li> <li>▪ Computation of loss</li> </ul> <i>Prof Ivan Png – Kwan Im Thong Hood Cho Temple Professor and Professor of Business Policy and Economics at the National University of Singapore</i>
4.15-4.30pm	Networking Break
4.30-5.45pm	<b>COMPETITION LAW IMPLICATIONS FOR TRADE ASSOCIATIONS, PROFESSIONS AND SELF-REGULATING BODIES:</b> <ul style="list-style-type: none"> <li>▪ Introduction - why trade and professional associations are subject to competition law scrutiny</li> <li>▪ The treatment of trade associations v professional associations - is there a valid distinction?</li> <li>▪ Association activities likely to be caught by competition law prohibitions</li> <li>▪ The United States approach v EU/UK - differences &amp; similarities</li> <li>▪ The treatment of associations in Singapore under section 34</li> </ul> <i>Mr. Dean Shirley – Senior International Lawyer, Drew &amp; Napier LLC</i>
5.45-6.00pm	Panel Discussion / Q&A Session

**About the Speakers**

**Dr Ivan Png – Kwan Im Thong Hood Cho Temple Professor & Professor of Business Policy and Economics at the National University of Singapore**

Dr Ivan Png is Kwan Im Thong Hood Cho Temple Professor and Professor of Business Policy and Economics at the National University of Singapore. He is also a Professorial Fellow of the IP Academy of Singapore. Dr Png's research focuses on the economics of copyright, privacy, and pricing. He is the author/co-author of *Managerial Economics*, which has been published in multiple editions.

Dr Png founded Economic Analysis Associates, LLP ([www.econaa.com](http://www.econaa.com)) to provide specialist economic and financial expertise in litigation, arbitration and regulatory proceedings. He was an expert on damages for the plaintiffs in the Raffles Town Club action. He consulted for the World Intellectual Property Organization, Geneva, on measurement of copyright piracy. Most recently, he was moderator at the 3<sup>rd</sup> APEC Training Course on Competition Policy.

Dr Png is member of the Trustworthy Computing Academic Advisory Board of Microsoft Corporation, and an independent director of Hartford Education Corporation, Ltd. He was a nominated MP (10<sup>th</sup> Parliament of Singapore, 2<sup>nd</sup> Session).

**Mr. Dean Shirley – Senior International Lawyer, Drew & Napier LLC (LLB, BA)**

Dean Shirley joined the firm in 2005 as part of the Competition and Market Access team. His key areas of practice are mergers and acquisitions, anti-competitive trade practices such as price fixing, market sharing, resale price maintenance, abuse of market power, predatory pricing, and exclusive dealing. Since joining he has been involved in many matters before



SINGAPORE  
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**The Law Society's vMCPS Scheme**

**Programme Category: Professional Practice**

**Training Level: Update**

**Practice Area: Category 1 (Commercial Law)**

**CPD Hours: 3 hrs**



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Singapore's competition regulator, the Competition Commission of Singapore, including five applications for decisions and guidance, investigations, and studies. Dean has advised many of Singapore's leading companies on competition law compliance and on a wide variety of competition law matters. He has also spoken at numerous competition law conferences in Singapore and Malaysia.

Dean was formerly a senior investigator with New Zealand's Commerce Commission where he gained first-hand experience in competition law litigation and contentious regulatory investigative processes. His investigative experience includes examining a number of proposed mergers spanning various industries such as stainless steel, radiology, building and engineering software. He also led investigations into alleged anti-competitive behaviour and drafted public written merger approval decisions on behalf of the Commission.

### About the Chairperson

#### Mr. Daniel Koh – Partner, Rajah & Tann

Daniel Koh is a partner in Rajah & Tann's Intellectual Property, Technology, Entertainment and Communications (iTEC) department. His main areas of practice are dispute resolution and intellectual property. He was called to the Singapore Bar in 1994 after graduating from the Law Faculty of the National University of Singapore. He also graduated from Columbia University with a Master of Laws degree in 1997 as a Harlan Fiske Stone scholar for superior academic performance.

Daniel teaches at the Practice Law Course conducted by the Board of Legal Education. Daniel is a member of the Law Society's Intellectual Property Committee and the Law Society's Continuing Practice Development Committee. He is also the current President of the Licensing Executives Society (Singapore). Daniel is the editor of The Law and Practice of Injunctions in Singapore, published by Sweet & Maxwell Asia in 2005. Daniel undertakes a broad range of work including advising on intellectual property, electronic commerce and communications, sports, entertainment and competition law.

<p>Venue: Level 8 Viewing Gallery Supreme Court Building (Registrations will begin at 2.30pm)</p>	<p>Fee: <b>S\$ 107.00</b> (Members of Law Society, SAL &amp; SCCA, &amp; employees of Singapore law practices)</p>
	<p><b>S\$ 160.50 (non-Members)</b> (includes 7% GST, materials &amp; refreshments)</p>

### REGISTRATION FORM

Name (Dr/Mr/Mrs/Miss/Mdm): \_\_\_\_\_

Name and Address of Law Firm/Law Corporation/Organisation: \_\_\_\_\_

Date of Admission: \_\_\_\_\_ Number of years in Practice: \_\_\_\_\_

AAS No: \_\_\_\_\_ NRIC/Passport No: \_\_\_\_\_  
(Law Society Members) (Law Society Associate Members & Non Law Society Members)

Position in Law Firm/Law Corporation/Organisation: \_\_\_\_\_

Tel number: \_\_\_\_\_ Fax number: \_\_\_\_\_ Email: \_\_\_\_\_  
(A valid email address is required for confirmation of registration.)

**Mode of payment:**  **GIRO DDA**   **Cheque**   
(Only for law practices with GIRO accounts with the Law Society)

**Law Society Member**  **Employee of Singapore law practice**  **SCCA Member**  **Other**

Cheque payments should be made payable to "The Law Society of Singapore" & arrive at our office with the completed registration form on or before the closing date, **Wednesday, 3 October 2007**:

The Training & CPD Department  
The Law Society of Singapore  
39 South Bridge Road (S) 058673

For further enquiries, please contact  
The Training & CPD Department at  
Tel: (65) 6557 2747 Fax: (65) 6557 2751  
E-mail: [cpd@lawsoc.org.sg](mailto:cpd@lawsoc.org.sg)  
CPD Portal: [www.lawsociety.org.sg/CPD](http://www.lawsociety.org.sg/CPD)  
Website: [www.lawsociety.org.sg](http://www.lawsociety.org.sg)

### REGISTRATION, REFUND & CANCELLATION POLICY

1. Registrations will be confirmed upon receipt of full payment accompanied by a duly completed registration form.
2. The Organisers reserve the right to refuse to register or admit any participant, and to cancel or postpone the course.
3. Substitute delegates are welcomed, subject to the Organisers being notified at least 2 working days before the course of the details of the substitute delegate.
4. The Organisers reserve the right to impose a cancellation fee in the event any registrant wishes to withdraw from the course after the registration closing date.
5. The Organisers will not entertain any request for a refund of fees. However a confirmed registrant who has paid in full the course fees but does not turn up for the course will be entitled to collect a set of the materials provided.



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