



**Directorate-General for Agriculture and Rural Development
and Joint Research Centre**

The role of national and international retail alliances in the agricultural and food supply chain

Date: 4-5 November 2019

Venue: Rue Van Maerlant 2, Brussels, Belgium

Meeting Room: 2

In a statement linked to the draft Directive on UTPs, the European Parliament calls on the Commission to launch an analysis on the extent and effects of national and international buying alliances on the economic functioning of the agricultural and food supply chain¹.

The Commission intends to kick off the analysis by bringing together in a workshop all relevant actors to help better understand the nature and functioning of such alliances, as well as their implications on the agricultural and food supply chain.

The aim of the workshop is thus to fill the current knowledge gap by structuring the debate around:

1. The functioning of national and international retail alliances
2. The economic efficiency of such alliances in the agricultural and food supply chain
3. The impacts of retail alliances on upstream operators in the food supply chains
4. The legal context and policy implications

¹ Annex: Statement by the European Parliament on buying alliances, European Parliament legislative resolution of 12 March 2019 on the proposal for a directive of the European Parliament and of the Council on unfair trading practices in business-to-business relationships in the food supply chain, http://www.europarl.europa.eu/doceo/document/TA-8-2019-0152_EN.html

Day 1: 04 November 2019

From 13:00		Registration	
SESSION I – Introduction			
13:30	13:45	Welcome and introduction	Michael Scannell - DG AGRI
13:45	14:30	What challenges do retail alliances raise and what opportunities do they offer?	Paul Dobson – University of East Anglia
SESSION II – The economic efficiency of retail alliances and their impact on the agri-food supply chain Chair: Damir Hajduk- DG GROW			
14:30	15:15	The economics of buyer power and retail alliances	Christian Wey – DICE, Heinrich-Heine University Düsseldorf
15:15	16:00	The impact of retail alliances on prices and product variety	Claire Chambolle - INRA
BREAK (15 min)			
16:15	17:00	A cocktail of "fresh" issues on the role of retail alliances	Stéphane Caprice – TSE, INRA
17:00	17:45	Economic impact of retail alliances on upstream operators in the food supply chain	Steve McCorriston – University of Exeter

Day 2: 05 November 2019

SESSION III – The functioning of retail alliances, economic and legal challenges

Chair: Marc Corstjens - INSEAD

09:00	09:30	What are European retail alliances (ERAs), what do they do, and how do they function?	Pierre Bouchut - former retail executive
09:30	10:00	What are national cooperative buying groups and how do they differentiate from ERAs?	Dirk Eßmann - EDEKA

BREAK (15 min)

10:15	10:45	A manufacturer's perspective on retail alliances	Ignacio Larracochea – Industry Expert
10:45	11:15	Retail alliances, private labels and their impact on producers – experiences from the dairy sector	Alexander Anton – European Dairy Association
11:15	12:00	Debate and reflections	Marcel Corstjens - INSEAD

BREAK (60 min)

SESSION IV – Retail alliances under EU and national law

Chair: Oliver Sitar - DG AGRI

13:00	13:45	Retail alliances under EU competition law	Philippe Chauve - DG COMP
13:45	14:30	Theories of harm in assessing retail alliances	Michael Bauer - CMS Law
14:30	15:15	Retail alliances: overview of the Italian experience and case study	Lorenzo Clementi - AGCM
15:15	16:00	Competition aspects of retail alliances: experiences from Germany	Felix Engelsing - Bundeskartellamt

BREAK (15 min)

SESSION V – Retail alliances and potential responses: wrap-up

Chair: Bruno Buffaria - independent expert

16:15	16:45	Implications for the agri-food supply chain and potential responses by upstream operators	Zohra Bouamra-Mechemache – TSE, INRA
16:45	17:15	Legal framework for national and international retail alliances	Victoria Daskalova - U Twente
17:15	17:30	Closing	Oliver Sitar - DG AGRI