

## 27/11 (Thursday) DAY 1

### 9.00- 9.30 **Welcome coffee**

### 9.30- 9.45 **Introductory remarks**

- Nicolo Zingales, Director, E-Commerce Research Cluster; Professor, FGV Rio de Janeiro Law School
- Gustavo Augusto Freitas de Lima, President, CADE
- Alexey Ivanov, Director, BRICS Competition Law and Policy Centre; Professor, HSE Law School
- Teresa Moreira, Director, UNCTAD Competition and Consumer Protection Division
- Luca Belli, Director, FGV's Centre for Technology and Society; Professor, FGV Rio de Janeiro Law School

### 9.45- 11.15 **State of play in digital markets**

Description: This session brings together representatives from BRICS + competition authorities to share key enforcement developments in digital markets over the past year. Panelists will present major cases and investigations, highlighting the unique economic, legal, and institutional challenges faced in addressing digital platform conduct in their jurisdictions. In particular, it is expected that each contributor will provide an update on theories of harm and remedies that have been applied or considered in digital cases.

Moderator: Teresa Moreira, Director, UNCTAD Competition and Consumer Protection Division

#### Speakers:

- Gustavo Augusto, President, CADE
- Itumeleng Lesofe, Acting Manager, Market Inquiry Division, Competition Commission of South Africa
- Adilya Vyaseleva, Deputy Head, FAS Russia (online)
- Representative, Competition Commission of India (online)
- Wang Jirong, Officer, Digital Economy Enforcement Division, Antimonopoly Enforcement Department I, China's State Administration for Market Regulation (online)
- Fanshurullah Asa, Chairman, Indonesia's Competition Commission
- Cielo Elaine Rusinque Urrego, Superintendent of Industry and Commerce, Colombia

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11.15-11.30 Small coffee break

**11.30-13.00 Ex ante regulation: the Brazilian proposal and other emerging BRICS approaches**

Description: This session introduces the key aspects of the Brazilian proposal for ex ante regulation of digital platforms, and discusses how it compares to that of other jurisdictions. It highlights advantages and disadvantages and explores the requirements for an effective implementation framework, including from the perspective of resources, legal certainty, public participation and rights of third parties.

Moderator: Caio Mario da Silva Pereira Neto, FGV Law School São Paulo

Provocateurs:

- Alexandre Ferreira, Program Director, Brazilian Ministry of Finance
- Beatriz Kira, Assistant Professor, University of Sussex Law School
- Camila Pires, Commissioner, CADE
- Vitor Jardim Barbosa, Chief of Staff, CADE

Discussants:

- Vikas Kathuria, Professor, Munjal University Law School
- Thomas Cheng, Professor, University of Hong Kong
- Vitoria Oliveira, PhD Candidate, USP Law School
- Representatives from BRICS + Competition Authorities

13.00-14.00 Lunch

**14.00-16.00 From Fields to Futures: Competition, Financialization and Digitalization in Global Grain Value Chains**

Description: this panel will feature a presentation of the BRICS Centre's very recent study on competition aspects of global grain value chains with the report's key authors giving a substantial presentation first followed by comments and feedback by the representatives of the BRICS competition authorities.

Moderator: Gustavo Augusto Freitas de Lima, President, CADE

Report presenter:

- Alexey Ivanov, Director, BRICS Competition Law and Policy Centre, Professor, HSE University Law School

Discussants:

- Teresa Moreira, Head, Competition and Consumer Policies Branch, UNCTAD
- Lílian Marques, Chief Economist, CADE
- Adilya Vyaseleva, Deputy Head, FAS Russia (online)
- Carolina Saito, General Coordinator for Antitrust, CADE
- Simon Roberts, Professor, University of Johannesburg, Department of Economics
- Caio Mário da Silva Pereira Neto, Professor, FGV São Paulo Law School
- Juan David Gutiérrez Rodríguez, Associate Professor, Universidad de Los Andes School of Government (online)
- Eduardo Molan Gaban, Director, Brazilian Institute for Competition and Innovation
- Ettore Lombardi, Professor, University of Florence Law School
- Representatives of the BRICS+ Competition Authorities

16:00- 16.30 Coffee break

16.30-18.00 **Digitalization of Global Value Chains: A Blindspot for Competition Law?**

Description: This panel will focus on one particular aspect of digitalization in industrial value chains – instead of talking yet again about consumer digital markets and the “usual suspects”, this panel proposes to explore the competitive patterns of platformization in productive value chains (with a focus on agriculture and food production) with topics for discussion including the intersections of competition and sustainability, and ecosystemization of global value chains

Moderator: Alexey Ivanov, Director, BRICS Competition Law and Policy Centre; Professor, HSE University Law School

Provocateurs:

- Simon Roberts, Professor, University of Johannesburg, Department of Economics
- John Newman, Professor, University of Memphis Law School
- Luis Braido, Professor, FGV Rio de Janeiro, School of Economics and Management

Discussants:

- Pierre Regibeau, Professor, University of Essex, Department of Economics (online)
- Victor Fernandes, Commissioner, CADE
- Lílian Marques, Chief Economist, CADE
- Representatives of the BRICS+ Competition Authorities

18.00 Closing remarks and drink reception

**28/11 (Friday) DAY 2**

10.00- 10.30 **Welcome coffee**

10.30- 12.30– **AI competitive advantage**

Description: This session examines how AI providers consolidate competitive advantage by capturing value from the data, content, and labor generated by their users. It will explore the implications of such value appropriation for market power, entry barriers, and competitive dynamics in digital markets. Panelists will analyze how current legal frameworks address—or fail to address—these issues. The discussion aims to inform antitrust policy and enforcement in the age of AI.

Moderator: Nicolo Zingales, FGV Rio Law School

Provocateurs:

- Thomas Cheng, Professor, University of Hong Kong Law School
- Luca Belli, Professor, FGV Rio de Janeiro Law School
- Giuseppe Mazziotti, Professor, Católica University Lisbon Law School
- Vitor Ido, Professor, University of São Paulo Law School

Discussants:

- Itumeleng Lesofe, Acting Manager, Market Inquiry Division, Competition Commission of South Africa
- Gustavo Augusto, President, CADE
- Camila Alves, Commissioner, CADE
- Paulo Henrique de Oliveira, Chief of Staff, CADE
- Representatives of the BRICS+ Competition Authorities

12.30-14.00 Lunch

14.00-16.00 **Ecosystem theories of harm and applications**

Description:

This session delves into “ecosystem” theories of harm—where authorities assess how dominant digital platforms leverage control across intertwined markets (e.g., app distribution, content, payments, data flows) to distort competition. We unpack the conceptual shift from traditional, single-market impacts (like price or output) to cross-market effects: quality, innovation, exclusion, self-preferencing, and value extraction from orchestrators and complementors. Panelists will bring practical examples from the experience of competition law enforcement.

Moderator: Patricia Sampaio, FGV RJ

Provocateurs:

- John Newman, Professor University of Memphis Law School
- Bruno Carballa, Researcher, European Commission Joint Research Centre (online)
- Marcela Mattiuzzo, Professor, Institute for Public Law (IDP)
- Pierre Regibeau, Professor, University of Essex, Department of Economics (online)
- Vikas Kathuria, Professor, Munjal University Law School

Discussants:

- Victor Fernandes, Commissioner, CADE
- Marcus Silveira de Sá, General Coordinator for Antitrust, CADE
- Bruno Renzetti, Chief of Staff, CADE
- Representatives of the BRICS+ Competition Authorities

16.00-16.30 Coffee break

16.30-18.00 **Brainstorm: Digital Platforms & Critical Trade**

Description:

This roundtable will discuss how the tectonic plates of global trade are shifting. Digital platforms are no longer just for social media and e-commerce; they are rapidly moving into the foundational layers of our economy, reshaping how critical commodities—from grains and minerals to energy—are traded, tracked, and transacted. This interactive session is designed to generate actionable insights for building more resilient and fair markets.

Using the global grain trade—and platforms like Covantis and Tract—as a live case study, we will:

- employ systems mapping to unpack both the pro-competitive benefits and anti-competitive risks
- leverage group wisdom and diverse perspectives of the session participants to infer indirect effects of such platforms

Moderator: Elena Rovenskaya, Program Director at Institute for Advanced System Analysis

Provocateurs:

- Teresa Moreira, Head, Competition and Consumer Policies Branch, UNCTAD
- John Newman, Professor, University of Memphis Law School
- Ettore Lombardi, Professor, University of Florence Law School
- Andrés Calderón, Judge, Peruvian Competition Appeal Tribunal
- Arthur Sadami, Researcher, Research Fellow at FGV Rio de Janeiro and São Paulo Law Schools

Discussants:

- Representatives of the BRICS+ Competition Authorities
- All

18.00 Closing remarks and farewell