ENFORCING EU COMPETITION LAW:
PRINCIPLES AND ILLUSTRATIONS

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Principles

Keeping markets open, fair and contestable
Promoting consumer welfare
Contributing to Commission's priorities
Cooperating with EU countries
European Competition Network, State aid modernisation
Committed to international cooperation
2017-2018 Highlights
Antitrust decisions

E-book MFNs
Google Search
Baltic rail
International Skating Union
Qualcomm exclusivity payments
Gazprom
Focus on digital markets

Commission accepts commitments from Amazon on e-books

- No longer need to reveal other deals to Amazon
- No longer need to offer Amazon equal or better terms

Possibility of more choice and more innovative e-books

Possibility of new business models, new e-book features, promotions, etc.

Google abuses dominance as search engine to give illegal advantage to “Google Shopping”

Google promotes Google Shopping by placing it at the top

Google shows rival comparison shopping services much lower in results, where consumers do not see them
Rebates after CJEU Intel ruling
Fighting cartels

2017
- Car battery recycling
- Thermal systems
- Airfreight re-adoption
- Envelopes re-adoption
- Lighting Systems
- Trucks
- Occupant Safety Systems

2018
- Braking systems
- Spark plugs
- Maritime Car Carriers
- Capacitors
Policy initiatives

Damages Directive follow-up
ECN+ Commission proposal
Merger review
Bayer/Monsanto
State aid control

Energy
Transport
Banking sector
Corporate taxation
GBER
Focus: Corporate taxation

Luxembourg’s selective tax benefits to Amazon are illegal

Commission investigates UK tax scheme for multinationals – Group Financing Exemption (IKEA)
Focus: GBER

Faster decisions. EU countries can implement block-exempted measures without delay
Contributing to the Juncker Commission's priorities

Digital Single Market
Energy Union
A Deeper and fairer single market
Contribution to Digital Single Market

E-commerce sector inquiry and cases
State aid control of broadband aid schemes
Energy Union: Capacity mechanisms

Sector inquiry
Follow-on cases

Commission approves new Capacity Mechanisms in 6 Member States

- Belgium: Strategic reserve
- Germany: Strategic reserve
- France: Demand response scheme
- Poland: Market-wide capacity mechanism
- Italy: Market-wide capacity mechanism
- Greece: Demand response scheme
Energy Union: Gazprom decision

GAZPROM obliged to enable free flow of gas at competitive prices

- No restrictions on cross-border gas flows
- Upon request must deliver gas to/from markets lacking interconnections with EU neighbours
- Upon request must adjust gas price in line with competitive Western European benchmarks
Contribution to single market

AB InBev
Card payments
International

Multilateral: ICN, OECD, UNCTAD
Free Trade Agreements
Cooperation agreements
Full implications of a vibrant competition regime

Economic
Political
Social
Fairness
THANK YOU