

# Workshop on Competing to Win: Essentials of Competition Law

April 11 & 12, 2019

9:00 am to 5:00 pm

Venue: CEE@IBA, Karachi



## OVERVIEW

Competition Law is at the juncture of Law and Economics. The basic notion being that no single entity or at times a group entities in the form of cartel should be allowed to control and have negative influence on the market dynamics. In this workshop we will study the competition law of Pakistan and the role of the regulator i.e. The Competition Commission in ensuring a level playing field for all businesses in Pakistan. The Competition Commission has been one of the most active regulators which is having an increasing impact on many businesses and economic sectors. The objective of the workshop is to understand the law and the regulator and to clear the misconceptions surrounding them. The workshop will enable businesses to develop a deeper understanding and avoid legal pitfalls / risks in their acquisition, pricing, product, branding and promotion strategies and to become a more informed player in the business landscape of Pakistan while competing in the market for a market share.

## LEARNING OUTCOMES

- You will learn about the Competition Laws of Pakistan and the Competition Commission
- You will develop the essential skills required to differentiate between types of anti-competitive behavior prohibited under law.
- You will gain an understanding of how you can develop your strategies and tactics in order to avoid anti-competitive behavior and ending up on the wrong side of the law
- You will be able identify anti-competitive behavior and the legal recourses available to take a competitor to task for such behavior.
- You will develop an understanding of the regulatory and enquiry process and how to respond and work with the Competition Commission when needed

# FACULTY

Mohammad Sohaib Saleem is an experienced corporate lawyer, entrepreneur and an academic. He has worked as in-house corporate lawyer with leading organizations such as Karachi Electric, Kalsoft Ltd and Pakistan State Oil. He has also been engaged by Holman Fenwick Willan (an international law firm) as an expert on Pakistan Oil Laws. His expertise include, corporate, supply chain, oil & energy, competition, IT and IP laws. He is the co-founder of Wukla.com which is a leading legal-tech startup of Pakistan. As an academic, Sohaib has been teaching and training since the last 10 years. He has been an adjunct faculty in law at SZABIST and is currently an Assistant Professor at IBA Karachi teaching Corporate, Regulatory Environment of Business (including competition law) and Business Law. Sohaib holds an LLB from University of London and an LLM from University of California Berkeley.

## WHO SHOULD ATTEND?

Brand, Product, Sales and Marketing managers who are operating in a highly competitive market and want to understand the legal risks involved in promoting and marketing their product and services. Mid-level and senior managers who have a legal or a non-legal background and come across competition law or the competition commission while doing business and are in need of a deeper understanding of the competition law and policy. In particular individuals from senior management of large scale enterprises which have a substantial share in their relevant market and maybe at a risk of being involved in anti-competitive practices.

## TOPICS COVERED

- The need for Competition Law
- Dominant Position and the ways it is abused
- Monopolies and Cartels and how is the law curtailing them
- Prohibited Agreements and Exclusive Dealing arrangements. Why they are prohibited and what provisions maybe allowed.
- The concept of Horizontal and Vertical Restraints (Value Chain)
- Deceptive Marketing Practices and the risks involved in Marketing and branding campaigns
- Product Tying and ways to get around it while developing promotional strategies.
- Mergers and Competition Law. Horizontal Merger, Conglomerate Merger and Vertical Merger
- Key differences between UK, US and Pakistan Competition law and policy
- Current and relevant cases and orders of Competition Commission of Pakistan.
- Powers of Competition Commission including those of sanctions and exemptions.
- The regulatory process and procedure of Competition Commission of Pakistan

## Workshop Fees PKR 35,000/participant

Inclusive of Course material IBA Workshop Certificate Lunch Refreshments & Business networking

Experience

## EXECUTIVE EDUCATION

Centre for Executive Education, IBA, Karachi

Center for Executive Education (CEE)  
Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

### For Further Information

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