WEDNESDAY, MAY 31, 2017

17:00-19:00  REGISTRATION

09:00 - 15:30  TOUR (TEOTIHUACAN)

THURSDAY, JUNE 1, 2017

08:00 - 17:30  REGISTRATION

08:30 – 08:45  WELCOME REMARKS
  William C. MACLEOD, Chair, Section of Antitrust Law, Washington, DC

08:45 - 09:00  INTRODUCTORY KEY NOTE SPEAKER
  Speaker:
  Ildefonso GUARAJADO VILLARREAL, Minister of Economy of Mexico, Mexico City

09:00 – 10:15  ANTI-CARTEL ENFORCEMENT
  Anti-cartel enforcement is a growth industry in Latin America. Brazil, Mexico, and Chile have recently criminalized
cartels, enforcement against bid-rigging schemes are on the rise, and leniency programs are gathering strength
throughout the region. This panel of experts will discuss these topics and more.
  Moderator:
  Deborah A. GARZA, Covington & Burling LLP, Washington, DC
  Lucia OJEDA CÁRDENAS, SAI Law and Economics, Mexico City
  Speakers:
  Jaime BARAHONA URZÚA, Guerrero Olivos, Santiago
  Omar GUERRERO RODRIGUEZ, Hogan Lovells BSTL, S.C., Mexico City
  Scott D. HAMMOND, Gibson Dunn & Crutcher LLP, Washington, DC
  Mariana TAVARES DE ARAUJO, Levy & Salomão Advogados, Rio de Janeiro

10:15 – 11:30  SLEEPING WITH THE ENEMY: COMPLIANCE ISSUES WHEN DOING A DEAL WITH
  THE COMPETITION
  Many deals involve working together with competitors, whether it’s a joint venture, participating in trade association
  activities, or licensing agreements. Often these involve exchanges of information. Sometimes there’s no problem,
  but sometimes it can facilitate collusion. This panel will focus on compliance issues that will help clients distinguish
  one from the other.
  Moderator:
  Alfonso MIRANDA LONDOÑO, Esguerra Asesores Jurídicos, Bogotá
  Allan VAN FLEET, McDermott Will & Emery, Houston, TX
  Speakers:
  Alejandro FAYA RODRIGUEZ, Commissioner, Comisión Federal de Competencia Económica (COFECE),
  Mexico City
  Veronica S. LEWIS, Gibson Dunn & Crutcher LLP, Dallas, TX
  Bertha ORDAZ-AVILÉS, Jones Day, Mexico City
  Andreia SAAD, Antitrust Counsel, Organizações Globo, Rio de Janeiro

11:30 – 11:45  BREAK
## Thursday, June 1, 2017

### 11:45 – 13:00

**Antitrust and Telecommunications**

In the information economy, perhaps no sector is as important as telecommunications. Going from a landline-based regulated utility to a rapidly evolving landscape with multiple platforms, the sector’s interaction with competition law is changing quickly. Mexico’s constitutional reform empowered a new telecom regulator to enforce competition law in the sector, and other nations in the region have seen similar changes.

**Moderator:**
Hal J. SINGER, Economists Incorporated, Washington, DC
Rafael VALDES ABASCAL, Valdés Abascal Abogados S.C., Mexico City

**Speakers:**
Alejandro CANTÚ JIMÉNEZ, Co-Secretary & General Counsel, America Movil SAB de CV, Mexico City
Maria Elena ESTAVILLO FLORES, Commissioner, Instituto Federal de Telecomunicaciones (IFT), Mexico City
Pablo MARQUEZ, Márquez Barrera Castañeda Ramirez (MBCR), Bogotá
Guilherme RIBAS, Mundie e Advogados, São Paulo

### 13:00 - 13:45

**Lunch**

### 13:45 - 14:15

**Keynote Speaker**

**Questioner:**
Michael G. EGGE, Latham & Watkins LLP, Washington, DC

**Speaker:**
Deborah P. MAJORAS, Chief Legal Officer & Secretary, Procter & Gamble, Cincinnati, OH

### 14:15 – 15:30

**It’s Just a Distribution Agreement: What Could Go Wrong?**

Distribution agreements often come with provisions that may have antitrust implications, such as exclusivity, RPM, discounts, rebates, MFNs etc. The implications are not always easy to detect, and sometimes don’t get all the attention that they deserve. This panel will focus on how antitrust authorities across the Americas address antitrust issues in distribution agreements, and what practitioners may do to prevent headaches.

**Moderator:**
Brian R. HENRY, Vice President & Senior Managing Counsel, The Coca-Cola Company, Atlanta, GA
Julián PEÑA, Allende & Brea, Buenos Aires

**Speakers:**
Monica BICHARA, Legal and Corporate Security Director, The Home Depot, Monterrey
Marcelo CALLIARI, TozziniFreire Advogados, São Paulo
Fernando CARREÑO, Von Wobeser y Sierra SC, Mexico City
Paulo MONTT, Gandarillas Montt Del Río & Krause, Santiago

### 15:30 - 15:45

**Break**

### 15:45 - 17:00

**Leveling the Playing Field**

Mexico’s constitutional reform included provisions that allow COFECE to take action involving essential inputs and barriers to competition, even in the absence of proof of violation of the competition law. Are these necessary tools to remedy the effects of decades of state-sponsored monopolies? Do they threaten firms that have invested in infrastructure and intellectual property? Is this an idea that will catch on elsewhere in the hemisphere?

**Moderator:**
Terry CALVANI, Freshfields Bruckhaus Deringer, Washington, DC
Luis MONTERRUBIO, Noriega y Escobedo Abogados A.C., Mexico City

**Speakers:**
Miguel FLORES BERNES, Greenberg Traurig SC, Mexico City
Elisa MARISCAL, Director, Global Economics Group LLC, Mexico City
Carlos MENA LABARTH, Chief Prosecutor, Comisión Federal de Competencia Económica (COFECE), Mexico City
Anita M. MOSNER, Holland & Knight LLP, Washington, DC

### 18:00

**Cocktail Reception**
FRIDAY, JUNE 2, 2017

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<th>Time</th>
<th>Session</th>
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<tr>
<td>08:00 - 14:00</td>
<td>REGISTRATION</td>
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<tr>
<td>08:30 - 08:45</td>
<td>WELCOMING REMARKS</td>
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<td>Paulette BROWN, Immediate Past President, American Bar Association, Morristown, NJ</td>
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<td>08:45 – 10:00</td>
<td>THE LAST WORD: JUDGES AND COMPETITION LAW.</td>
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<td>There are as many systems for enforcing antitrust law as there are countries in the region. Some agencies prosecute cases before the regular judiciary, some have internal adjudicative systems, and others bring cases before specialized tribunals. But one thing is common to all: the judiciary has the final say. Judges from across the region will discuss the advantages of their various systems and what kinds of arguments are likely to find traction.</td>
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<td>Moderator:</td>
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<td>Russell DAMTOFT, Associate Director, Office of International Affairs, Federal Trade Commission, Washington, DC</td>
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<td>Cristianne SACCAB ZARZUR, Pinheiro Neto Advogados, São Paulo</td>
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<td>Speakers:</td>
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<td>Alexandre CORDEIRO MACEDO, Commissioner, Conselho Administrativo de Defesa Econômica (CADE), Brasília</td>
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<td>Javier TAPIA, Member, Chilean Tribunal for the Defense of Free Competition, Santiago</td>
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<td>Jean Claude TRON PETIT, Magistrate, Fourth Administrative Court of the First Circuit, Mexico City</td>
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<td>The Honorable Diane P. WOOD, Chief Judge, U.S. Court of Appeals for the Seventh Circuit, Chicago, IL</td>
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<td>10:00 – 11:15</td>
<td>MERGER ENFORCEMENT</td>
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<td>Merger enforcement is becoming more sophisticated throughout the region, and the role of economic tools and economists has become increasingly important. Enforcers’ ideas are increasingly informed by ex post analysis of mergers. Cooperation among the authorities is increasing.</td>
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<td>Luis SANTOS COY GARCIA, Creel García-Cuéllar Aiza Y Enríquez SC, Mexico City</td>
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<td>Fiona A. SCHAEFER, Milbank Tweed Hadley &amp; McCloy LLP, New York, NY</td>
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<td>John BODRUG, Davies Ward Phillips &amp; Vineberg LLP, Toronto</td>
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<td>Sergio LÓPEZ RODRÍGUEZ, Technical Secretary, Comisión Federal de Competencia Económica (COFECE), Mexico City</td>
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<td>Amadeu RIBEIRO, Mattos Filho Veiga Filho Marrey Jr e Quiroga Advogados, New York, NY</td>
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<td>Darrell L. WILLIAMS, Charles River Associates, Los Angeles, CA</td>
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<td>11:30 – 13:30</td>
<td>ENFORCER'S PANEL</td>
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<td>Political change across the region is changing the shape of antitrust. New leadership has recently arrived or is coming soon in Argentina, Brazil, and the United States. Major reforms are under way in Mexico and Chile. Hear from enforcement leaders from around the hemisphere and gauge for yourself which way the winds are likely to blow.</td>
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<td>William C. MACLEOD, Kelley Drye &amp; Warren LLP, Washington, DC</td>
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<td>Eduardo PEREZ MOTTI, Agon, Mexico City</td>
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<td>Alexandre CORDEIRO MACEDO, Commissioner, Conselho Administrativo de Defesa Econômica (CADE), Brasilia</td>
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<td>Esteban GRECO, President, National Commission for the Defense of Competion, Buenos Aires</td>
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<td>Felipe IRARRAZABAL, National Economic Prosecutor, Fiscalía Nacional Económica, Santiago</td>
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<td>Abbott LIPSKY, Acting Director, Bureau of Competition, Federal Trade Commission, Washington, DC</td>
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<td>Alejandra PALACIOS PRIETO, Chairwoman, Comisión Federal de Competencia Económica (COFECE), Mexico City</td>
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<td>Brent SNYDER, Deputy Assistant Attorney General, U.S. Department of Justice, Antitrust Division, Washington, DC</td>
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<td>13:45 – 14:30</td>
<td>LUNCH</td>
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Scholarship:
Financial scholarship applications are available for this conference. To request an application or receive additional information, contact: at-registrar@americanbar.org
For courses costing over $500, attorneys who qualify will receive at least a 50% reduction in the course fees. This does not include any reduction in meals, lodging, or travel costs associated with the course.

Continuing Legal Education (CLE)
Sign in for MCLE (U.S. CLE)
All Attendees: Sign-in for CLE upon Arrival
DE/IL Attendees: Your states require you to sign into each session
NY Attendees: You are required by your state to sign in and out each session.

States typically decide whether a program qualifies for CLE credit in their jurisdiction 4-8 weeks after the program application is submitted. For many live events, credit approval is not received prior to the program. The ABA directly applies for and ordinarily receives credit for live, in-person programs in AK, AL, AR, AZ, CA, CO, DE, GA, GU, HI, IA, IL, IN, KS, KY, LA, MN, MO, MT, NC, ND, NH, NM, NY, OH, OK, OR, PA, PR, SC, TN, TX, UT, VA, VI, VT, WA, WI, and WV. The ABA will seek 6.25 hours of CLE credit for this program in 60-minute states, and 7.50 hours of CLE credit for this program in 50-minute states. Credit hours are estimated and are subject to each state’s approval and credit rounding rules. View accreditation information for your state. Special rules apply to lawyers from the following states:

Arizona: The State Bar of Arizona does not certify MCLE courses or providers. You must independently review Arizona MCLE regulations and make your own determination as to whether a program qualifies for credit towards your MCLE requirements.

Florida: You are eligible to receive credit for this program through Florida’s reciprocity provision. ABA programs are approved in New York and many other states. To have credit for this program posted to your CLE total, email or fax the Uniform Certificate of Attendance and the program agenda to the Florida Bar. View contact information for the Florida Bar. There is no fee for you to use the reciprocity provision.

Idaho: You may self-submit this program for CLE approval by sending the Application for CLE credit to the Idaho State Bar with the required attachments. You can download a copy of the program brochure/agenda from an ABA program’s website, or print a copy of the program web page if no separate brochure available for submission with your application. There is no fee for this submission.

Maine: You are eligible to receive credit for this program through Maine’s reciprocity provision that allows credit hours for courses or activities approved by another MCLE state and certified by that state’s CLE regulatory authority to be accepted for identical credit by the Maine Board of Overseers of the Bar upon the board’s receipt of evidence of such certification as issued by that state, or the ABA Uniform Certificate of Attendance. ABA programs are approved in New York and many other states.

Nebraska: You may self-submit this program for CLE approval after attending the program by logging into your personal MCLE account with the Nebraska MCLE Commission. There is no fee for this submission and a response is generally received within 3-5 days.

New Hampshire: The New Hampshire MCLE Board does not certify MCLE courses or providers. You must self-determine whether a program is eligible for credit, and self-report your attendance online at www.nhbar.org/NHMCLE.
New Jersey: You are eligible for credit for this program under New Jersey reciprocity provision if another state grants credit for it. ABA programs are approved in New York and many other states.

New York: This transitional CLE program is approved for all New York-licensed attorneys in accordance with the requirements of the New York State CLE Board for transitional MCLE credits. Both experienced and newly admitted attorneys may earn New York credit with this program.

Rhode Island: You may self-submit this program for CLE approval online, under Course Accreditation (Appendix D), at the time of attendance reporting. There is no fee for self-submission.

Wyoming: You may self-submit this program for CLE approval within a reasonable time after attending the program by completing Application for CLE credit. This is the same form that is currently required for attendance reporting. There is no fee for self-submission.

All attorneys may click here to view additional MCLE information for your jurisdiction.