The rise of the digital (“new”) economy has created new challenges for antitrust enforcement. It has considerably improved the ability of businesses to utilize efficiencies, disrupted markets, accelerated globalization, and changed the demand for skills in labor markets. It has also empowered populist ideas that are not always informed or practical. Economies across the world have witnessed dramatic increases in market concentration, displacement of small and large businesses, rising economic disparities, and growing pressures to revisit competition policies. Antitrust New Frontiers convenes some of the world’s leading antitrust thinkers, who have served in senior positions in the public and private sectors, as well as academia, to discuss contemporary antitrust themes, focusing on economic concentration and the transformation of markets.

Organizers: Barak Orbach, Yair Eilat, Michal Gal, David Gilo, Oren Rigbi.
9:00-10:15  Session 5. The Goals of Competition Law and Policy
Moderator: Oren Rigbi, Israel Competition Authority and Ben Gurion University
Panelists: Jonathan Baker, American University Washington College of Law
Ariel Ezrachi, Oxford Law Faculty
Barak Orbach, The University of Arizona James E. Rogers College of Law

Competition law intends to protect and promote market competition. Antitrust analysis, however, does not directly measure competition. Instead, the analysis utilizes indicators that reflect certain aspects of market competition, such as consumer welfare, consumer protection, market power, concentration, economic efficiencies, business size, and even plurality and the “democratic process.” This Session will discuss the goals that competition law may serve and pressures to revisit such goals.

10:15-10:30  Coffee Break

10:30-12:00  Session 6. New and Revisited Antitrust Themes
Moderator: Yair Eilat, Israel Competition Authority
Panelists: Michal Gal, University of Haifa Faculty of Law
William Kovacic, George Washington University Law School
Gail Levine, Federal Trade Commission
Spencer Waller, Loyola University Chicago

Changes in the social and economic orders, as well as concerns related to new technologies, have produced pressures to revisit competition policies and expand the scope of competition law. This Session will examine antitrust themes that, in recent years, have drawn considerable attention, such as labor markets, buying power, common ownership, artificial intelligence, big data, and privacy.

12:00-13:00  Break

13:00-13:45  Session 7. Keynote
Michal Halperin, General Director, Israel Competition Authority

13:45-14:00  Coffee Break

14:00-15:15  Session 8. Economic Concentration and Market Power
Moderator: Uriel Citroen, Israel Competition Authority
Panelists: David Gilo, Tel Aviv University Buchmann Faculty of Law
David Genesove, Hebrew University
Ittal Paldor, Hebrew University

In 2013, the Israeli Parliament (“Knesset”) enacted the Promotion of Competition and Reduction of Concentration Act. The statute established a regulatory framework intending to address concentration in the economy, emphasizing three areas of concern: The allocation of state assets, pyramid-structured business groups, joint control of large financial and non-financial firms. The Act requires Israel Competition Authority (“ICA”) to support the analysis and regulation of concentration with advice and expertise about the allocation of state assets, not only with respect to market concentration, but also with respect to “overall concentration”. The Session will examine methods to measure and evaluate economic concentration and market power.

15:15-15:30  Coffee Break

15:30-16:45  Session 9. Monopolies, Dominant Firms, and Unilateral Conduct
Moderator: Asher Goshen, Israel Competition Authority
Panelists: Adi Ayal, Bar-Ilan University
Hal Varian, The University of California, Berkeley; Google
Abraham Wicklegren, Texas Law Faculty

The analysis of dominant firms and unilateral conduct varies considerably across countries. With globalization and the rise of tech giants, there have been growing pressures to reevaluate these themes. This Session will discuss antitrust analysis of monopolies, dominant firms, and unilateral conduct.

16:45-17:00  Concluding Remarks
Moderator:
Yair Eilat, Israel Competition Authority
Barak Orbach, The University of Arizona James E. Rogers College of Law

Registration [here](#) (required)
Number of seats is limited