



International Seminar of Regulation and Competition in Historical Perspective

Rio, 17-18 AUGUST 2017 | Comparing Brazil and Europe
First pre-conference for the World Economic Congress Boston 2018

Direction: Palácio Universitário, Universidade Federal do Rio de Janeiro, Instituto de Economia, Sala (room) 102.

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Program Schedule

August 17, 9:30hs - 12:30hs – Session 1: Long-term perspective on Competition and Regulation

- **Paper 1:** *Antitrust and Competition Policy in Brazil*

Speaker: Eduardo Pontual Ribeiro

- **Paper 2:** *The model of French Concession*

Speaker: Dominique BARJOT

- **Paper 3:** *20 anos de regulação de energia no Brasil: avanços e desafios*

Speaker: Helder Queiroz Pinto Jr

August 17, 12:30 – 14:30 hs - LUNCH



August 17, 15hs - 18hs – Session 2: Market and Sectorial Studies in Historical Perspective

- **Paper 1:** *Competitive dynamic and Market structure in distance and online undergraduate university courses: implications for antitrust policy*

Speaker: João Luiz Pondé

- **Paper 2:** *A Short Economic History of the TV industry in Brazil*

Speaker: Luiz Carlos Delorme Prado,

- **Paper 3:** *The cement market during the 20th century: between cartels and regulation*

Speaker: Cecile Couseras-Jaff

- **Paper 4:** *The competition for mineral resources and industry consolidation in beginning of the 21st century*

Speaker: Hildete de Moraes Vodopives

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August 18, 09:30 – 11:30 - Session 3: Evolution of methods and analysis in regulation

- **Paper 1:** *Direito e Economia na análise de condutas anticompetitivas no Sistema Brasileiro de Defesa da Concorrência*

Speaker: Maria Tereza Leopardi Mello

- **Paper 2:** *Quantitative methods in merger analysis effects: the Brazilian experience in the last 10 years*

Speaker: Camila C. Pires Alves

August 18, 11:30 – 13:00 - Bilateral Meeting (GDEC-IE-UFRJ and Paris IV)- Research Agenda

August 18: 13:30 - Confraternization Lunch - Yatch Club of Rio de Janeiro



About the Speakers:

From GDEC – IE-UFRJ

Prof. Luiz Carlos Delorme Prado – (IE-UFRJ & GDEC) - PhD in Economics from the University of London, Queen Mary College (1991) and M.Sc from the Federal University of Rio de Janeiro. B.Sc on Economics and, also, B.A in Law, by Federal University of Rio de Janeiro. He was a commissioner at *Council for Economic Defense* (CADE), the Brazilian competition authority (2004-2008) and he was, also, President of the Brazilian Economic Association (Conselho Federal de Economy); He has made commissioned work for International Organizations, such as ECLAC (Economic Commission of Latin American and Caribbean – United Nations), PNUD, UNDP (United Nations Developed Program), Mercosur Audiovisual Program (Cooperación Mercosur – Union Europeia), to Regulatory Agencies, such as ANATEL and, also, to public and private firms. His research interests include: Economic History, competition and regulation policies, law and economics, trade policy and developing economics. He is the author of more than fifty articles, books and monographs on those areas

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Prof. Eduardo Pontual Ribeiro (IE-UFRJ & GDEC)

Holds a Ph.D. degree in Economics from the University of Illinois. He acted as Commissioner, Chief Economist and Deputy Chief Economist, at Cade. Currently, he is Associate Professor of Economics at the Institute of Economics – Federal University of Rio de Janeiro. His research focuses on Competition Policy, Applied Microeconometrics and Labor Economics.

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Prof. Camila C. Pires Alves (IE-UFRJ and GDEC)

D.Sc in Economics from the Federal University of Rio de Janeiro. She acted as Chief Economist and deputy Chief Economist at Cade - Administrative Council for Economic



Defense. She was also a Visiting Scholar at the American University - Washington College of Law. Currently, she is Assistant Professor of Economics at the Institute of Economics - Federal University of Rio de Janeiro, coordinates the Gdec. Her research deals with Competition Policy, Regulation and Industrial Organization.

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Prof. João Luiz Pondé (IE-UFRJ & GDEC)

DSc in Economics from State University of São Paulo - Campinas. Currently, he is an Associate Professor of Economics at the Institute of Economics – Federal University of Rio de Janeiro. His research interests on Economic Theory deal mostly with transaction costs, competition policy, new institutional economics, institutional change and economic methodology

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Prof. Maria Tereza Leopardi Mello (IE-UFRJ & GDEC)

Lawyer and Dsc. in Economics from State University of São Paulo - Campinas. Currently, she is an Associate Professor at the Institute of Economics – Federal University of Rio de Janeiro. She has experience in Law and Economics, dealing mostly with property rights, competition policy, regulation and intellectual property.

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From Paris – Sorbonne IV

Prof. Dominique BARJOT, (Paris -Sorbonne IV)

Dominique Barjot is Chair Professor of Contemporary Economic History at the Paris Sorbonne University (Paris IV) and École Nationale des Chartes. He was Director of the Humanities of the French Ministry of Research (2003-2007), Scientific Director of Humanities and Social Sciences of the National Center of Scientific Research (CNRS, 1994-1997), and member of the Standing Committee Humanities of the European Science Foundation (deputy of France from 1994 to 1998). He is a member of the



board of directors of a number of historical Journals (e.g. “Entreprises et Histoire” and “Histoire, Economie, Sociétés”) and he is in the scientific committee of others (e.g. “Revue Economique”, “Economie et Société” and “Business History”). Specialist of Economic and Business History, He wrote 9 books, edited 38 others and realized concerning, in particular, European reconstruction after World War II, the connected process of “Americanization” (*Catching up with America. Productivity missions and the diffusion of American Economic and Technological Influence after the Second World War*, Presses de l’Université de Paris-Sorbonne, 2002, 478 p.), international cartels (*International Cartels Revisited*, Caen, Editions du Lys, 1994, 384 p.), state intervention and economic policies (*La nationalisation de l’électricité en France. Nécessité technique ou logique politique ?*, PUF, 1996, 595 p.) and economic history of construction (*La Grande Entreprise Française de Travaux Publics (1883-1974)*, Paris, Economica, 2006, 944 p., *La trace des bâtisseurs : histoire du Groupe Vinci*, Vinci, 2003, 623 p., *Travaux publics de France. Un siècle d’entrepreneurs et d’entreprises*, Paris, Presses de l’Ecole des Ponts et Chaussées, 1993, 288 p.) and of energy (*L’électrification outre-mer de la fin du XIXe siècle aux premières décolonisations*, Publications de la Société française d’histoire d’outre-mer, EDF, 2002, 664 p.). I wrote 260 papers in scientific journals or international congress proceedings, so: “Public utilities and private initiative: The French concession model in historical perspective” in *Business History*, vol. 53, n° 5, August 2011, p. 782-800; “Die politische Säuberung der französischen Wirtschaftselite nach dem Zweiten Weltkrieg”, *Jahrbuch für Wirtschaftsgeschichte*, “*Europäische Wirtschaftseliten nach dem Zweiten Weltkrieg/ European Economic Elites after World War II*”, *Economic History Yearbook*, 2010/2, p. 131-145.

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Prof. Cecile COURSÉRAS-JAFF, (Paris Sorbonne IV).

Cecile is a French historian, specialist of the cement industry and aluminum industries in the twentieth century. Themes of research include the economic growth during the « Trente Glorieuses » in France, competition, cartels and price fixing in aluminum and cement industries. Her Ph.D. on the « Poliet et Chausson the ascent of a large French cement firm from 1900 to 1971». She was teaching Assistant in Modern Business



History, Paris Sorbonne (Paris IV) University. History of Economic and Social Thought from the 19th to the 20th century, "French Political History of the Second Twentieth Century", "Introduction to European history during the 19th Century ", "Comparative History of France and Great Britain in the 19th Century". Presently, she is an associated researcher at Paris-Sorbonne University's Roland Mousnier Center and a history teacher.

Hildete DE MORAES VODOPIVES. (Paris – Sorbonne IV)

Hildete de Moraes Vodopives is a Brazilian PhD candidate at the Sorbonne University (Paris IV). Areas of interest: business history, globalization, internationalization of Brazilian companies and cross-culture management. She is a member of the Brazilian Financial Analysts Association - Apimec, where she served as director of corporate relations and on the board of directors. Hildete holds a master in History from Paris Sorbonne University, an MBA in Capital Markets from PUC and a Certificate Special Studies in Administration and Management from Harvard University. She is a member of the Harvard Crimson Compass Mentor program and coordinates the Harvard Strategists alumni groups. Recent publications: Emerging multinationals: Alcan and Vale in the Amazon 1960-1979, *Revue Française d'histoire économique – The French Economic History Review*, n°4-5, February 2015, p. 108-130. The globalization wave rolls over Canada with Vale's acquisition of Inco, *Revue Française d'histoire économique – The French Economic History Review*, n°3, 2014. The emergence of a leader, the case of Brazilian company Gerdau, *Les mutations de la sidérurgie mondiale du 20e siècle à nos jours*, Académie François Bourdon, Le Creusot, France, 24-25 mai 2012.