

# Competition Law and Market Power Analysis Training Course

20 – 24 June 2027
Lagos

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Training Center

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**Ref:** 1774_233397 **Date:** 20 – 24 June 2027 **Location:** Lagos **Fees:** 4100 Euro

## Overview

Competition Law and Market Power Analysis is a one-week course for legal, regulatory, economics, strategy, compliance, procurement, commercial, and policy functions who leave with a Competition Law Market Assessment and Decision File. The course connects relevant-market definition, market structure, dominance, agreements, cartels, unilateral conduct, mergers, investigations, remedies, and competition controls through legal and economic evidence. Agile Leaders Training Center presents competition law analysis as a documented decision process.

## Who Should Attend

- Legal functions responsible for competition advice, transaction review, and investigation response
- Economics and regulatory functions responsible for market definition and competitive-effects analysis
- Strategy and commercial functions responsible for pricing, distribution, partnerships, and market conduct
- Procurement functions responsible for bidding integrity, supplier contact, and information controls
- Compliance functions responsible for competition-risk controls, training, monitoring, and escalation

The course assumes participants review commercial decisions or market evidence and leaves out jurisdiction-specific legal advice, econometric modeling, and litigation advocacy.

## Departments and Industries

The course supports competition decisions across regulated and competitive sectors.

- Legal, compliance, governance, and regulatory affairs departments
- Strategy, economics, corporate development, and market intelligence teams
- Procurement, sales, pricing, distribution, and commercial functions
- Technology, telecommunications, finance, energy, and transport sectors
- Retail, manufacturing, healthcare, logistics, and professional services

## Learning Objectives

By the end of this course, participants will be able to:

- Apply relevant-market definition and substitution tests.
- Analyze concentration, entry barriers, and market power.
- Evaluate agreements, information exchange, and cartel indicators.
- Diagnose dominance and unilateral-conduct risks.
- Compare merger theories of harm, efficiencies, and remedies.
- Build an evidence-led competition assessment and control file.

## Course Agenda

### Day 1: Relevant Markets and Competitive Structure

- Product and Geographic Relevant-Market Definition Framework
- Demand and Supply Substitution Evidence Map
- Market Share, Concentration, and Rivalry Assessment Grid
- Entry Barrier, Expansion, and Countervailing Power Checklist
- Competitive Dynamics and Market Evidence Record

### Day 2: Agreements, Information, and Cartel Risk

- Horizontal and Vertical Agreement Classification Matrix
- Object, Effect, Restriction, and Efficiency Analysis
- Price, Customer, Territory, Output, and Bid Coordination Red-Flag Map
- Information Exchange and Trade Association Contact Protocol
- Distribution, Procurement, and Resale Restriction Review File

### Day 3: Dominance and Unilateral Conduct

- Dominance and Substantial Market Power Assessment
- Predatory Pricing Cost and Evidence Review Method
- Exclusive Dealing and Single-Branding Effects Test
- Tying, Bundling, Refusal, and Discrimination Risk Matrix
- Competition on the Merits and Objective Justification Record

### Day 4: Mergers, Investigations, and Compliance

- Merger Horizontal, Vertical, and Conglomerate Theory-of-Harm Map
- Efficiencies, Entry, Failing-Firm, and Remedy Assessment File
- Document, Data, Interview, and Economic Evidence Plan
- Investigation, Dawn-Raid, Preservation, and Privilege Response Protocol
- Competition Compliance Risk Register and Control Design

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## Day 5: Competition Law Decision Simulation

- Exercise: Define a Relevant Market and Evidence Boundary
- Exercise: Assess Agreement and Information Exchange Risk
- Exercise: Evaluate Dominance and Unilateral Conduct
- Exercise: Test a Merger Theory of Harm and Remedy
- Capstone Exercise: Build the Competition Law Market Assessment and Decision File

## Practical Exercises

The course uses suggested activities to turn legal and economic concepts into reviewable decisions.

- Suggested activity: define a product and geographic market using substitution, customer, competitor, and entry evidence.
- Suggested activity: classify a distribution or trade-association scenario and document agreement, information, and efficiency issues.
- Suggested activity: assess market power and unilateral conduct using an evidence and justification matrix.
- Suggested activity: prepare an investigation-ready merger decision record with theories of harm, efficiencies, and remedies.

## FAQs

### Who suits competition law and market power training, and what does it assume?

It suits legal, regulatory, economics, strategy, compliance, procurement, commercial, and policy functions; it assumes participants review commercial decisions or market evidence but need no prior specialization in competition economics.

### How does competition law training differ from general commercial law training?

Competition law training tests market structure, agreements, unilateral conduct, mergers, investigations, and competitive effects rather than general contract formation, performance, breach, and remedies.

### How is market power assessed in competition law?

Market power assessment begins with the relevant market and then considers shares, concentration, substitution, entry and expansion, buyer power, rival capacity, conduct evidence, and the applicable legal test.

### What conduct creates competition law risk in business communications?

Competition law risk can arise from communications about prices, customers, territories, output, bids, strategy, costs, capacity, or future conduct when the context and applicable law make coordination or information exchange problematic.

## How do competition law teams document a merger theory of harm?

A merger theory-of-harm record links the transaction, relevant markets, competitive overlap, evidence, mechanism of harm, affected customers, entry, efficiencies, counterarguments, remedies, and applicable notification or review requirements.

## Conclusion

Participants take back a Competition Law Market Assessment and Decision File linking markets, structure, agreements, conduct, mergers, evidence, investigations, remedies, and controls. The file makes legal and economic reasoning traceable across commercial decisions. The capstone tests its use from market definition through risk treatment and escalation.