

# AAI INVITATIONAL SYMPOSIUM

## ▪ Systems Competition ▪

National Press Club, Washington, D.C.  
Wednesday, June 17, 2009

8:30 a.m.	<p><b><i>Welcome and Introduction</i></b> Albert A. Foer, President, American Antitrust Institute</p>
9:00 a.m.	<p><b><i>Systems Competition and the Antitrust Challenge</i></b> Gregory T. Gundlach, AAI Senior Fellow; Coggin Distinguished Professor of Marketing, Coggin College of Business, University of North Florida</p>
9:30 a.m.	<p><b><i>Case Illustrations of Systems Issues</i></b> <i>Moderator:</i> Diana L. Moss, Vice President and Senior Fellow, American Antitrust Institute <i>Panelists:</i> <b>Agricultural Supply Chains</b> Diana L. Moss, Vice President and Senior Fellow, American Antitrust Institute <b>Aftermarkets</b> Norman Hawker, Professor, Western Michigan University Haworth College of Business <b>Internet Platforms</b> Edward Black, President, Computer &amp; Communications Industry Association</p>
10:45 a.m.	<p><b><i>Break</i></b></p>
11:00 a.m.	<p><b><i>Analyzing the Competitive Implications of Open and Closed Systems</i></b> <i>Moderator:</i> Albert A. Foer, President, American Antitrust Institute <i>Panelists:</i> Hanno Kaiser, Partner, Latham and Watkins LLP Russell Pittman, Director of Economic Research and Director of International Technical Assistance in the Economic Analysis Group, Antitrust Division, U.S. Department of Justice. David Balto, Senior Fellow, Center for American Progress Jonathan Rubin, Partner, Patton Boggs LLP</p>

12:30 p.m.	<p><b><i>Luncheon Presentation: The European Perspective on Systems Competition</i></b>  John Fingleton, Chief Executive, Office of Fair Trading, United Kingdom</p>
2:00 p.m.	<p><b><i>More than Law and Economics? Integrating Other Academic Disciplines on Systems Competition</i></b>  <i>Moderator:</i> Gregory T. Gundlach, AAI Senior Fellow and Coggin Distinguished Professor of Marketing, Coggin College of Business, University of North Florida  <i>Panelists:</i>  Gary Gereffi, Professor, Department of Sociology and Markets &amp; Management Studies Program, Duke University  Barry C. Lynn, Senior Fellow, New America Foundation  Brian Fitzpatrick, Engineering Manager, Google</p>
3:30 p.m.	<p><b><i>Break</i></b></p>
3:45 p.m.	<p><b><i>Roundtable Discussion: Changes to Antitrust Practice</i></b>  <i>Facilitators:</i>  Gregory T. Gundlach, AAI Senior Fellow; Coggin Distinguished Professor of Marketing, Coggin College of Business, University of North Florida  Diana L. Moss, Vice President and Senior Fellow, American Antitrust Institute</p>
5:00 p.m.	<p><b><i>Closing Remarks</i></b></p>