



The American Antitrust Institute

Invitational Symposium on Systems Competition

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

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

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