



BEIJING BRUSSELS CHICAGO DALLAS FRANKFURT GENEVA HONG KONG LONDON LOS ANGELES NEW YORK SAN FRANCISCO SHANGHAI SINGAPORE SYDNEY TOKYO WASHINGTON, D.C.



## **The Commission's Review of the Rules applicable to Vertical Agreements**

GCLC Lunch Talk 18 September 2009

Stephen Kinsella OBE

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# Protecting consumers

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*“Defending consumers' interests is at the heart of the Commission's competition policy.”*

Neelie Kroes 22 April 2008

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## Protecting consumers

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*“The core of our understanding of the world is that markets do NOT work best when left alone . . . this is what our enforcement record and independent evidence shows, and it is the only practical approach to take.”*

Neelie Kroes, 13 October 2008

*“Faced with too few economic facts, decisions must be based on what we believe to be true [...] I naturally lean toward the outcome that encourages lower prices for consumers.”*

Pamela Jones Harbour, February 2009

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## Serving consumers

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*“Competition policy is first and foremost there to serve the consumer. But it requires constant commitment and constant efforts to get the best out of free but fair markets, and pass these benefits to our citizens.”*

Neelie Kroes, 15 November 2007

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## Served consumers

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*“Competition within the single market and competition with other markets give consumers access to a wide range of high quality products and services at low prices.”*

Neelie Kroes, 7 February 2008

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# Empowering consumers

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*“The internet gives more power to the individual than any technological change in history. We cannot let that power be taken away.”*

Neelie Kroes, 17 September 2008

*“Consumers have everything to gain from the Internet. It expands the size of the market they operate in and gives them access to more providers and more choice.”*

Meglana Kuneva, 5 March 2009

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## Empowered consumers

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*“The internet plays an increasing role in how consumers approach their shopping decisions, as consumers have come to realise that the internet offers a convenient alternative to window-shopping.”*

Commission e-commerce report 2009

*“In addition to increasing consumer welfare, cross-border e-commerce has the potential to increase the competitive pressure on traditional retailers.”*

Commission e-commerce report 2009