

Editorial: *The Capital City of Romania, Bucharest, a proper place for sharing ideas on competition policy and creating shared value within the strong commitment of promoting the competition culture*

Looking at being really driven by consumer demand of being reassured of having made the right choice related to a brand (while the brand is delivering on the brand promise and is helping its customers to achieve their own goals, by guiding them to the right decisions), we took a fresh look at *attendance at two recent events filled with great ideas*, one on May 23 and 24, 2013 (The Romanian National Students Studying Economics and Business Competition, Section Marketing – ONEF 2013, organized by the Association of the Faculties of Economic Sciences, AFER in co-operation with the University of Oradea: <http://www.crd-aida.ro/2013/05/the-awarding-ceremony-of-the-prizes-of-onef-2013-section-marketing/>), and one on May 30 and 31, 2013 (The “2012 Annual Activity Report” of the Romanian Competition Council, and the Meeting of the European Competition Authorities, ECA, from the European Union and EFTA: <http://holisticmarketingmanagement.ro/the-2012-annual-activity-report-of-the-romanian-competition-council-and-the-meeting-of-the-european-competition-authorities-eca-from-the-european-union-and-efta/>).

It is well-known that the attendance at an event filled with great ideas (as the experiential center of the organizing Institution brand), is reflecting both the ability of the organizing Institution not to lose touch with the relevant marketplaces, and to offer an adequate type of “content” (as the result of careful planning, strategizing and execution) to the “community” it has while advocating and considering every customer interaction with the institutional brand. There is no doubt of the importance of being awesome where the organizing Institution is at a certain moment in time, and managing adequately the existing communication channels before and after, and also looking at the new ones (not forgetting about the online connected consumer and building and strengthening relationships with the new consumer whose experience is required in the organizing Institution), by using data and analysis to deliver real-time messaging, and taking the lead in the new social era, caring about every situation met, acting in a responsible manner, and also being responsive to the criticism (and correcting it, if it is the case).



Léon F. Wegnez and Theodor Valentin Purcărea

The National Students Studying Economics and Business Competition, Section Marketing – ONEF 2013, took place at the **University of Oradea**. At the *Opening Ceremony* of the *ONEF 2013, Section: Marketing*, the Honorary President, Theodor Valentin Purcărea, gave a speech on: “***The Brand Ion Gh. Roșca, a proactive marketer***”, highlighting the Lesson given by **Professor Ion Gh. Roșca** - *the Promoter and the Founder of AFER* - concerning the academic progress, a real lesson on marketing innovation. **Professor Ion Gh. Roșca** was constantly trying to build the right road map to sustainable academic growth, while basing the AFER’s strategic goals on both internal and external knowledge, insight and in-depth analysis, on a full understanding of the specific market and the student’s needs. He proved to be a real cultural architect whose influence considerably impacted the conversational culture at the level of the Faculties of Economic Sciences in Romania, keeping all of them well-informed, student-focused in the process of creating value for the student, educating him, communicating with, motivating him about the AFER Members’ services, and best promoting AFER features and benefits which the academic services provide to AFER student. **Professor Ion Gh. Roșca** constantly pledged for both, on one hand, the right interaction with AFER Members, and with prospects and students, and on the other hand, to responsibly and accountably teaching students to adequately apply what they have learned in their marketing courses in approaching the competitive job market and obtaining not only their first job, but also increased financial gains, and greater overall job satisfaction.

No wonder that all the participants at *ONEF 2013, Section: Marketing* proved to be at the level of the founder's proactive marketing vision, making very difficult for the Jury to finally decide the Winners. But ***the Olympic spirit, as a special attitude, prevailed***, by inspiring participants believing in their abilities to improve, considering that the most important thing is the struggle, and that the essential thing is to have fought well. All the participants were impressed by the quality of the organization, the team spirit and collegial atmosphere confirming that excellence in leadership means that people have confidence in themselves. Paraphrasing Mark Twain, we can say that all the participants at *ONEF 2013 Section: Marketing* felt well, by giving themselves their own approval to feel comfortable. It is also worth to mention that, for the participants at ONEF 2013, Section: Marketing, *the Faculty of Economic Sciences of the University of Oradea* organized - in partnership with The Leadership Institute USA and The Leadership Institute Romania - a Training Module on “***Transformational Leadership. The Science of Success***” ensured by **Miguel Angel Moreno**, *Director of International and Government Programs at The Leadership Institute USA*.

The Awarding Ceremony of the Prizes of the National Students Studying Economics and Business Competition, Section: Marketing – ONEF 2013, took place Friday, May 24, in **Aula Magna of the University of Oradea**. The prizes were awarded by Professors **Nicolae Istudor** – *Executive President of the Association of the Faculties of Economic Sciences, AFER* (Vice Rector of the Bucharest University of Economic Studies - ASE, and Honorary Member of SSMAR), **Adriana Giurgiu** - *Dean of the Faculty of Economic Sciences of the University of Oradea* (Chairperson of the International Conference “European Integration – New Challenges”, 9th edition of EINCO), and **Theodor Valentin Purcărea** – *Honorary President of the ONEF 2013, Section: Marketing* (President of the Romanian Distribution Committee, Professor at the

Romanian-American University, and President of the Executive College of SSMAR). The Members of the Presidium were Professors: **Constantin Roșca**, Executive Director of AFER (and President of SSMAR), **Theodor Valentin Purcărea** – *Honorary President of the ONEF 2013, Section: Marketing, and President of the Jury*, **Gheorghe Zaman**, *Corresponding Member of the Romanian Academy, President of AGER, and Director of the Institute of National Economy, Romanian Academy* (Member of the Board and Chairman of the Group of Experts of the Romanian Distribution Committee: <http://www.crd-aida.ro/our-team/gheorghe-zaman/>), **Adriana Giurgiu**, *Dean of the Faculty of Economic Sciences of the University of Oradea*, **Constantin Bungău**, *Rector of the University of Oradea* (Who gave the Welcome speech), **Nicolae Istudor**, *Executive President of AFER*, **Valentina Vasile**, *Deputy-Director of the Institute of National Economy, Romanian Academy*, **Mihai Berinde**, *Director of the Center for Competitiveness and Sustainable Development of the University of Oradea*, **Maria-Madela Abrudan**, *Vice-Dean of the Faculty of Economic Sciences of the University of Oradea and Coordinator of the ONEF 2013, Section: Marketing*, **Dorin-Cristian Coita**, *Director of the Department of Management-Marketing of the Faculty of Economic Science of the University of Oradea, and President of the Organizing Committee of the ONEF 2013, Section: Marketing*.

Regarding the other significant event – **The “2012 Annual Activity Report” of the Romanian Competition Council, and the Meeting of the European Competition Authorities, ECA, from the European Union and EFTA** – allow us to note that as a special kind of „path dependence” process, there is no doubt that „competition policy history” matters. And, on May 30, 2013, the Capital City of Romania, Bucharest, provided the right framework for continuing on the right path , and on building on delivering for consumers. The responsible discussions within the context of the Conference “*Accomplishments and perspectives regarding competition on the Romanian market*” confirmed the importance of path-dependent features of the competition policy ranging from superior standards and procedures applied by the European competition authorities to the patterns of facilitating effective international cooperation to the benefit of good work of the mentioned authorities in applying rules in the same way across the EU in order to make sure businesses and companies compete fairly with each other, and create a wider choice for consumers and help reduce prices and improve quality.

The Romanian Competition Council launched on May 30, 2013, the “**2012 Annual Activity Report**” within the context of the Conference “*Accomplishments and perspectives regarding competition on the Romanian market*” (including two round tables on “*Pro-competitive legislation for a predictable business environment*”, and “*Monitoring competition in Romanian food retailing sector*”). The Romanian Competition Council also hosted on May 30-31, 2013, at Bucharest Intercontinental Hotel, the **meeting of the European Competition Authorities (ECA) from the European Union and EFTA**, with the participation of Mr. Alexander Italianer, Director General of DG Competition, European Commission.

The Prime Minister of Romania, Victor Ponta, *participated at the opening of the event of the presentation of “2012 Annual Activity Report” of the Romanian Competition Council*. On this occasion, **Prime Minister Victor Ponta pointed out** that: “...we should have an independent, professional Competition Council and which, with patience, consistency, should educate all society partners on the importance of observing the competition rules because a

country where there is truly competition, it is a country that can remain competitive... I am very much glad that the idea of transparency and professionalism of the Competition Council in Romania get strengthened and the direction is the good one... I do not see in the Competition Council just that tough arbiter who sanctions us, but I see a partner... I want to congratulate the Competition Council for the last year's activity, and I want to rejoice that this European meeting takes place in Bucharest, in fact, here, in Bucharest, many things are happening... we are good hosts as this year, there will come, the Presidents, leaders of all international financial institutions: IMF, World Bank, EBRD, EIB. The fact that Romania has economic growth and if I look in the area, surely a stable Government, without fair competition and economic development, all this stability will prove to be short – lived, and I want to further have in the Competition Council an arbiter and a partner..." (http://www.gov.ro/pm-victor-ponta-i-want-us-to-further-have-in-the-competition-council-both-an-arbiter-and-a-partner__l2a120126.html).

At this special event, outstanding figures within the European competition area participated: Mr. *Alexander Italianer*, Director General, DG Competition, European Commission; Mr. *Bruno Lasserre*, President of the French Competition Authority; Mr. *Alberto Heimler*, Chairman of the Working Group on Competition and Regulation within the European OECD (an old good and valuable friend of the Romanian Competition Council) and Mr. Paul Csiszar, Director of Industry and Agriculture Directorate, DG Competition, European Commission. The event was also attended by representatives of Parliament, Government Institutions, the Judiciary, the Business Environment, Civil Society, and of course of the Consultative Council of the Romanian Competition Council.

Mr. *Alexander Italianer*, Director General, DG Competition, European Commission, underlined, during his intervention, the very strong record of the Romanian Competition Council, an independent and transparent authority, and an extremely active authority in enforcing the competition law and also at the level of European Competition Network. He also highlighted *the importance of Advocacy as Prime Minister Victor Ponta said*, and of focusing on the right priorities, the main challenges underlined by Mr. Bogdan M. Chiritoiu, the President of the Romanian Competition Council. Mr. *Alexander Italianer* also referred to the current discussions (the *Competitiveness Council* meeting from May 29 and May 30, 2013 focused on a range of measures aimed at supporting and accelerating economic recovery and at translating results into more growth and new jobs; "smart regulation") at the level of *Competitiveness Council* about the political agreement on two regulations pushing forward the reform of the state aid rules.

Beyond the emphasis made by the Director General of DG Competition, allow us to add that the "**2012 Annual Activity Report**" of the **Romanian Competition Council** reconfirmed the accumulated experience, improving the methodology for analysis, and the impact of the promotion of the competition culture on the relevant markets to which we referred on November 2, last year (see [Romanian Competition Council Report „The Romanian competition environment – developments in key sectors”](http://holisticmarketingmanagement.ro/romanian-competition-council-report-the-romanian-competition-environment-developments-in-key-sectors/), November 2, 2012•News (<http://holisticmarketingmanagement.ro/romanian-competition-council-report-the-romanian-competition-environment-developments-in-key-sectors/>)). Let us remember that on the mentioned November occasion, we also attracted attention to some ideas expressed recently by Richard Possner who recommended a fruitful application of Darwinian theory to competitive markets, taking into account that: "*to determine whether a market is working well from an overall social*

standpoint, one has to understand the environment, and the business behavior that best enables a firm to survive and thrive in it.”

It is also worth to note that there is a clear evidence of the proper strategy of the Romanian Competition Council to improve the enforceability of its decisions. The presence, for instance, of the distinguished representatives of the Judiciary (including from the Superior Council of Magistracy, the guarantor of the independence of the judiciary system) both, at this event from May 30, and at the meeting of the Consultative Council of the Romanian Competition Council from May 28, 2013, confirms the correct understanding of the reality that competition policy results from *the interplay between the Romanian Competition Council and the Judiciary*, this interaction with the Judiciary (whether in the investigative phase, during the decision making process or after the Romanian Competition Council decision was made) being most effective when all judicial procedures are followed, and the reasoning of authority’s decision is based on clear and sound legal and economic analyses. It had clearly been a salutary effort of our Competition Authority to bring judges closer to the technical analysis made by the Romanian Competition Council. There is no doubt that the closer the interaction between the Romanian Competition Council and our Judicial System (by developing an improved level of mutual understanding in order to better improve the effectiveness of competition policy as a whole), the higher the number of opportunities for the Romanian Competition Council to explain or defend its decisions. Taking into account that the interventions by the Judiciary follow the binding decisions of the Romanian Competition Council, it is essential to carry out a continuous work of harmonizing the views of the Romanian Competition Council and of the judges with regard to the interpretation of the competition rules, to the standard of proof applied to competition cases, to conduct cases and fines, and the last but not least to procedural shortcomings.

Two days before the launching by the Romanian Competition Council of the “2012 Annual Activity Report”, *the meeting of the Consultative Council of the Romanian Competition Council took place, on May 28, 2013*, an already traditional opportunity to share ideas on competition policy and to receive feedback on these ideas and policy visions within the strong commitment of promoting the competition culture in full process of the effective implementation of the competition policy. As usual at this level, a pragmatic exchange of views was carried out between, on one hand, the President of the Romanian Competition Council, Bogdan M. Chiritoiu and the others members of the Board - Otilian B. Neagoe, Valentin V. Mircea, Dan N. Ionescu, Bujor-Bogdan Teodoriu, Lazlo Gyerko - and on the other hand, Adriana Almaşan, Florin Pogonaru, Theodor Valentin Purcarea, Gabriela Țigu, Jonathan Scheele, Steven van Groningen, Viorel Munteanu, Anca Harasim, Natalia Roman. The technical Secretariat organizing the works of the Consultative Council was ensured by Simona Barbu and George Anglitoiu.



DIRECTORY

ADVOCACY WORKING GROUP

FERNANDO SÁNCHEZ UGARTE
Chairman
Mexico

ALLAN FELS
Australia

CHRIS WEST
Canada

MONICA SALAMANCA MARALLA
Chile

GEORG ROEBLING
European Union

JEROME GALLOT
France

ALBERTO HEIMLER
Italy

HIROSHI UENO
Japan

JOSEPH SEON HUR
Korea

JUSTYNA MICHALIK
Poland

THEODOR VALENTIN PURCAREA
Romania

ROGER FONES
USA, Department of Justice

PAUL KARLSSON
USA, Federal Trade Commission

TAD ABBOT LIPSKY
American Bar Association

PRADEEP S. MEHTA
CUTS

MARK SCHECHTER
International Chamber of Commerce

DAPHNE YONG-D'HERVE
International Chamber of Commerce

DAVID E. WHEELER
ICC/BIAC

RUGHVIR SHYAM KHEMANI
LECG

PAUL CRAMPTON
OECD

LENNART GORANSON
OECD

PHILIPPE BRUSICK
UNCTAD

Advocacy and Competition Policy, Report prepared by the Advocacy Working Group,
International Competition Network, ICN's Conference, Naples, Italy 2002



Theodor Valentin Purcărea during his speech in the opening of the *Competition Forum OECD, UNCTAD, KFTC*, Seoul, December 2002

Let us finally conclude that *today's events filled with great ideas* are blessings given to us to learn from, and a better understanding that each of us can contribute somehow to *these kind of*

events while building a better way in the continuous journey of identifying the market that is working well from an overall social standpoint.

Theodor Valentin Purcărea

Editor - in - Chief