



## Recent Developments in Icelandic Competition Law

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## Statistics

- 36 decisions taken by the ICA in 2016
  - 26 mergers, 5 individual exemptions, 2 dominance, 3 other
- 37 decisions taken by the ICA in 2017 to date
  - 32 mergers, 4 dominance, 1 other



## Recent merger cases

- Several merger cases have involved undertakings in the travel- and tourist industry. So far accepted but some concern over growing concentration.
- Hagar (dominant in retail grocery) and Lyfja (jointly dominant in retail medicine)
  - Annulled since merger would lead to strengthening of dominant position and lessening of competition in retail segments for health products, vitamins, cosmetics and cleansing agents.
- Vodafone and 365 (dominant media undertaking and a maverick in telecommunications)
  - Accepted with conditions, i.a. creation of a wholesale market for media content, limits to bundling etc.



## Abuse of dominance

- Abuse of dominance by “MS” (dominant in market for production and distribution of milk (raw milk))
  - ICA decision 19/2016. Price discrimination. Annulled by ICAT decision 4/2016.
  - Court proceedings initiated by the ICA, based on special permission in the Competition Act.

# Leniency – prison sentences

- Leniency
  - Little recent activity
- Prison sentences
  - Building material (collusion – information exchange)
    - Judgement by the Supreme Court in December 2016. Prison sentences for 6 individuals, 8 individuals in total convicted. Discussed earlier in detail in a separate presentation.

## Other activity

- Competition assessment
  - ICA has advocated strongly for competition assessment (based on OECD principals) to be adopted in Iceland
  - In general or in certain segments of the economy.
  - Strong emphasis on legislation for municipal planning and related fields.

