

EUROPEAN
CURRICULUM VITAE
FORMAT



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PERSONAL INFORMATION

RENATO FERRANDI

PIAZZA GIUSEPPE VERDI N. 6/A – 00198 ROMA - ITALIA
06-858211

WORK EXPERIENCE

ITALIAN COMPETITION AUTHORITY

January 2023 – now, DIRECTOR, International and EU Affairs

Main duties and responsibilities:

- Manage the Directorate, which ensures cooperation and information exchange with other international and EU institutions.
- Assist the Chairman and the Board Members in international events.
- Represent the Italian Competition Authority in international *fora*, i.e., International Competition Network (ICN), OECD, UNCTAD and International Consumer Protection and Enforcement Network (ICPEN).
- Manage bilateral cooperation projects.
- Coordinate and oversee official contributions to international organizations by the Italian Competition Authority.

OECD

May 2019 – January 2023, SENIOR COMPETITION EXPERT

Responsible for supervising competition policy and coordinating capacity building on competition in Eastern Europe and Central Asia on behalf of the OECD.

Main duties and responsibilities:

- Lead the OECD's capacity-building programme for competition authorities in non-member economies in Eastern Europe and Central Asia through the Centre to ensure the development of sound competition law and policy throughout the region.
- Advise governments and competition authorities in Eastern Europe and Central Asia on legislative initiatives aimed at economic reforms, liberalization and competition policy.
- Organise and lead seminars at the Centre on competition law and policy for government officials, the judiciary, regulatory authorities and other stakeholders of non-member economies on a wide range of analytical and practical issues in competition law enforcement, including cartels, mergers, unilateral conduct, and empirical and investigational techniques.
- Director of a specialised OECD review (Competition Policy in Eastern Europe and Central Asia). Prepare and supervise the preparation of training videos, annual reports, background notes, publications and other technical documents for the Centre.

ITALIAN COMPETITION AUTHORITY

June 2013 – April 2019, SENIOR OFFICIAL, International Affairs

Main duties and responsibilities:

- Represent the Italian Competition Authority in international *fora*, i.e., International Competition Network (ICN), OECD, UNCTAD and International Consumer Protection and Enforcement Network (ICPEN).
- Assist the Chairman and the Board in preparation for their participation in international events.
- Draft official contributions to international organizations by the Italian Competition Authority; participate in the drafting of official documents by international organizations on behalf of the Italian Competition Authority.
- Manage bilateral cooperation projects.
- Organize and conduct training for foreign competition officers on the occasion of study visits at the ICA.
- Short Term Expert for the EU funded Twinning Project addressed to the Serbian Commission for the Protection of Competition.

EUROPEAN COMMISSION

June 2010 – June 2013, SECONDED NATIONAL EXPERT, DG Competition - Information, Communication and Media Directorate

Main duties and responsibilities:

- Formal antitrust proceedings on possible anti-competitive practices by five top international publishers and Apple affecting the sale of e-books,
- State infringement case regarding the assignment of spectrum to TV operators in Italy,
- Premium sports rights and competition: monitoring and advice to National Competition Authorities and stakeholders (UEFA, National leagues).

ITALIAN COMPETITION AUTHORITY

**January 1996 – June 2010, CASE MANAGER in the following Divisions
Communications and Media (2006-June 2010)
Transport and Manufacturing (2000-2005)
Misleading and Comparative Advertising (1996-1999)**

Main duties and responsibilities:

- Case manager of several proceedings enforcing Italian and EU competition and consumer protection laws for 15 years,
- Responsible for drawing up formal opinions addressed to the Government or the Parliament that assessed the impact of laws and regulations on competition
- Leading drafter of sector enquiries into the air transport, the mobile communication and the press sectors, whereby the Italian Competition Authority addressed competition and policy issues and suggested possible remedies.
- Short Term Expert for the EU funded Twinning Project addressed to the Romanian and the Bulgarian competition authorities.

FERRERO S.P.A.

November 1991 – December 1995, MARKETING AND COMMUNICATION MANAGER

Main duties and responsibilities:

- Responsible for developing the marketing plan and implementing the advertising strategy of several Ferrero products, such as Mon Cheri, Ferrero Rocher, Tic Tac,

- Planning and coordination of all commercial activities regarding the products (price setting, advertising campaigns, promotions, market research),
- Proposals for strategic decisions on the product to the Board on the basis of quantitative and qualitative marketing research.

ADDITIONAL INFORMATION

Regularly speaks at national and international conferences on competition policy. Participated as a speaker in international exchanges (EU-China Competition Week, Workshop on Competition Enforcement and International Cooperation in Brazil, International Working Group on the Pharmaceutical Sector in Russia) or capacity building projects (OECD training sessions for Eastern European competition agencies in Hungary and Georgia, Sofia Competition Forum supported by UNCTAD).

Coordinated ICN (International Competition Network) projects on behalf of the Italian Competition Authority (“Explaining the Benefits of Competition”, “Advocacy Strategy” Project) and contribution to the drafting of official ICN documents (Recommended Practices on Competition Assessment, Chapter on Public Procurement of the ICN Anti-Cartel Enforcement Manual, Report on Competition Culture, Special Project on State-Owned Enterprises, Anti-Cartel Enforcement Template for Italy, Report on Vertical Restrictions).

Organized international events (ICN Advocacy Workshop, ICN/World Bank Competition Advocacy Contest, WIPO/ICA International Conference on Intellectual Property and Competition in the Pharmaceutical Industry)

EDUCATION AND TRAINING

July 1991

Degree in Economics and Marketing

University of Turin, Italy

110/110 cum laude

TRAINING COURSES

- Airport and Airline Economics (July 2004), Institute of Transport and Maritime Economics Antwerp (Belgium),
- Public Transportation Service and Operations Planning (August 2001), Massachusetts Institute of Technology, Cambridge (USA),
- Internet and new media for marketing and communication strategies (June 2000), SDA Bocconi University, Milan (Italy).

PERSONAL SKILLS AND COMPETENCES

MOTHER TONGUE

ITALIAN

OTHER LANGUAGES

ENGLISH

- Reading skills Excellent
- Writing skills Excellent
- Verbal skills Excellent

FRENCH

• Reading skills	Excellent
• Writing skills	Excellent
• Verbal skills	Good
SPANISH	
• Reading skills	Excellent
• Writing skills	Good
• Verbal skills	Good
GERMAN	
• Reading skills	Basic
• Writing skills	Basic
• Verbal skills	Basic

PUBLICATIONS

ONLINE TRAINING COURSE: "KEY COMPETITION TOPICS EXPLAINED IN FEW MINUTES"

<https://www.youtube.com/playlist?list=PLYBGvYEBNlq5nWCYUzri1-1XvMTNAf2N>

Several videos have been translated in Arabic and published by UN ESCWA, in cooperation with the OECD

<https://www.youtube.com/playlist?list=PLNEC7NhwHQRSPdKSUFNuRo1owRM6iWGbK>

ARTICLES

- A. Capobianco (OECD), R. Ferrandi, "Digital issues for competition policy: Remarks and suggestions for young competition authorities", in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, January 2023.
- P. Bascunana (UK FCA), R. Ferrandi, "Tackling the Winds of Change: Market Studies on Emerging Competition Issues", in *Competition Policy International*, October 3, 2022.
- R. Ferrandi, "When the compass points East - Drivers for increased regional co-operation in Eastern Europe and Central Asia", in *Regional Co-operation for more effective Competition Policy*, Special Edition of *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, September 2022.
- D. Pachnou (OECD), R. Ferrandi, "The recipe for an effective investigation", in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, July 2022.
- R. Ferrandi, "Navigating Troubled Waters, Competition responses in Eastern Europe and Central Asia", in *Annual Activity Report, 2021*, OECD-GVH RCC, April 2022.
- P. Bascunana (UK FCA), R. Ferrandi, "Using Market Studies to Tackle Emerging Competition Issues", in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, January 2022.
- R. Ferrandi, "Covid-19 challenges to competition policy seen from Eastern Europe and Central Asia", in *Annual Activity Report, 2020*, OECD-GVH RCC, September 2021.
- R. Ferrandi, D. Pachnou (OECD), "The fight against bid rigging: a goal for competition authorities in Eastern Europe and Central Asia", in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, July 2021.
- R. Ferrandi, J. Mancini (OECD), "Market Power by Digital Giants: Use and Abuse, A Perspective on the Challenges Facing Eastern-European and Central Asian Competition Authorities", in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, March 2021.
- R. Ferrandi, G.Szilágyi (Hungarian Competition Authority), "Competition Policy Responses to the Crisis in Eastern Europe and Central Asia - Key findings from the Virtual Seminar of the OECD-GVH Regional Centre for Competition", in *Special Supplement: Competition Policy in Times of Crisis*, in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, July 2020.

- R. Ferrandi, M. Giangaspero (OECD), “Competitive neutrality in Eastern Europe and Central Asia - A key tool to foster economic recovery”, in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, July 2020.
- P. Bascunana (OECD), R. Ferrandi, “Empowering consumers in the banking and insurance sectors: Addressing novel competition issues in Eastern Europe and Central Asia in light of international experience”, in *Competition Policy in Eastern Europe and Central Asia*, OECD-GVH RCC, February 2020.
- Askin M. (US Federal Trade Commission), Ferrandi R., “Compliance Messages from Around the World: Common Themes from the International Competition Network Advocacy Working Group’s Benefits to Business Project”, in *ABA Newsletter*, American Bar Association, March 2017.
- Ferrandi R., Napolitano G. (WIPO), “The International Conference on Intellectual Property and Competition in the Pharmaceutical Industry”, in *Italian Antitrust Review*, Vol. 2 no. 1 (2015).
- Ferrandi R., “Pubblicità redazionale e product placement: gli effetti sul consumatore e l’intervento dell’Autorità Garante della Concorrenza e del Mercato”, in *Il Diritto dell’Informazione e dell’Informatica*, fasc. 1 – 2001,
- Ferrandi R., “Imprese, attente ai punti deboli. Le nuove norme in materia di pubblicità comparativa”, in *Il Sole 24 Ore*, October 1999
- Ferrandi R., “Pubblicità Ingannevole: prevenire è meglio che curare”, in *L’Impresa*, June 1997.

CONTRIBUTIONS TO PUBLICATIONS

- OECD (2022), Competition and Inflation, Background Note (co-author) <https://www.oecd.org/daf/competition/competition-and-inflation-2022.pdf>
- OECD (2022), Integrating Consumer Behaviour Insights in Competition Enforcement, Background Note (co-author) <https://www.oecd.org/daf/competition/integrating-consumer-behaviour-insights-in-competition-enforcement-2022.pdf>
- OECD (2021), Peer Review of Competition Law and Policy: the Eurasian Economic Union, December 2021 (co-author) <https://www.oecd.org/daf/competition/oecd-peer-reviews-of-competition-law-and-policy-eurasian-economic-union-2021.pdf>
- Competition Policy chapter of the 2021 edition of OECD policy outlook Competitiveness in South East Europe, July 2021 (author), <https://www.oecd.org/development/competitiveness-in-south-east-europe-2021-dcbc2ea9-en.htm>
- OECD (2020), Merger control in the time of COVID-19 (main author) <http://www.oecd.org/daf/competition/Merger-control-in-the-time-of-COVID-19.pdf>
- OECD (2020), Competition in digital advertising markets (co-author) <http://www.oecd.org/daf/competition/competition-in-digital-advertising-markets-2020.pdf>
- OECD (2020), Criminalisation of cartels and bid rigging conspiracies: a focus on custodial sentences (co-author) [https://one.oecd.org/document/DAF/COMP/WP3\(2020\)1/en/pdf](https://one.oecd.org/document/DAF/COMP/WP3(2020)1/en/pdf)

INCONFERIBILITÀ

Dichiaro di non incorrere in alcuna delle cause di inconferibilità previste dal decreto legislativo 8 aprile 2013, n. 39.

INCOMPATIBILITÀ

Dichiaro di non incorrere in alcuna delle cause di incompatibilità come previsto dal decreto legislativo 8 aprile 2013, n. 39