

SELA - UNCTAD

Round table: Challenges faced by developing countries in the competition and regulation in the maritime transport sector

Alexandre Cordeiro



Brazilian Cases

Cartel Investigations:

- 2016: Maritime transport by Roll-on Roll-off ships
- 2010: Air and maritime international freight forwarder

Transactions

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• 2017: 1 merger
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1 control acquisition

1 VSA

1 JV

2016: 1 merger

1 SCA

1 control acquisition

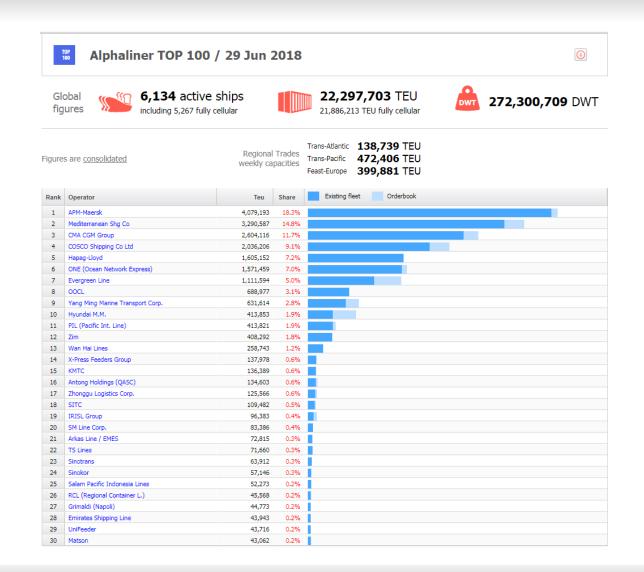
• 2014: 1 merger

Query Procedures:

- 2017: Questioning if VSA's are of mandatory notification
- 2016: Questioning if SCA's are of mandatory notification



30 main operators market share





Cooperation among operators

The situation

- · Two carriers operate on the same trade
- Each carrier is shipping 10,000 TEU cargo each week
- Low cost (scale) and frequent sailings (more vessels) are the key parameters for the customers

Carrier 1



10,000 TEU containers shipped per week

Carrier 2



10,000 TEU containers shipped per week

A trade-off between 'product' and 'cost'

 Both carriers face same trade-off between cost and product:

Option 1

 1 weekly sailing of 10,000 TEU vessel → low cost but bad product



Option 2

 2 weekly sailing of 5,000 TEU vessel → good product but too high cost





Enabling good product at low cost

 Vessel Sharing Agreement between the two carriers

VSA



- · 2 weekly sailings of 10,000 TEU vessels
- Each carrier fills half vessel two times per week
- · Still independent sales and pricing

Enabling low cost and good product







Mandatory notification in Brazil

Art. 90. For the purposes of Article 88 of this Law, a concentration act shall be carried out when:

I - two (2) or more previously independent companies merge;

II - one (1) or more companies acquire, directly or indirectly, by purchase or exchange of stocks, shares, bonds or securities convertible into stocks or assets, whether tangible or intangible, by contract or by any other means or way, the control or parts of one or more companies;

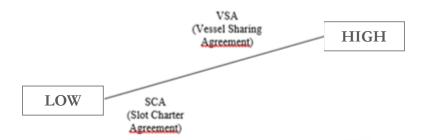
III – one (1) or more companies incorporate one or more companies, or

IV - two (2) or more companies enter into an <u>associative contract</u>, consortium or joint venture.



Associative contracts

Level of cooperation among competitors by types of agreement



Cooperation	VSA	SCA
Frequency	Joint decision	Individual decision
Slots provision	Yes	Yes
Joint operation on the line	Yes	No
Selection of the ports	Joint decision	Individual decision
Selecion of terminals	Joint decision	Individual decision



Thank you