

Economic analysis



Economic analysis applied to Law

Tailored to your needs

A general economic consulting firm, Microeconomix provides economic analyses for all types of sectors. In particular, our firm has acted for clients in the following industries: electricity, gas, fuel distribution, mobile and fixed telecommunications, rail and air transportation, chemicals, pharmaceuticals, media, games and softwares.

Preparing economic appraisals in support of legal arguments for its clients, Microeconomix appears before national courts, competition authorities and sectorial regulatory authorities. Through its services, Microeconomix helps to clarify complex problems, and constructs rigorous arguments in a form adapted to their specific use.

Microeconomix reinforces the scope of its economic arguments by offering its clients the active contribution of renowned academic experts. These contributions are the result of the special ties Microeconomix has formed with numerous economic research centres, for instance the Center of industrial economics at Mines ParisTech, which has been involved in Microeconomix's development since its inception.

The right timing

Microeconomix works alongside its clients and their legal counsels at different stages of judicial proceedings.

Prevention of potentiel exposure to antitrust claims: antitrust audit and compliance programs, due dilligence prior to a merger.

Preparation in anticipation of a legal proceeding: quantitative analysis, econometrics, market analysis.

Support in the judicial proceeding: submission of expert report introduced in proceedings, testimony before competition authorities, development of economics arguments to support legal strategies.



Your contact

Antitrust Practice

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Antitrust Competition

Monopolization
Cartels
Remedies
Damages
Antitrust audit

Abuse of dominance
Information sharing
Mergers and acquisitions
Cartel Damages Claims
Compliance programs



Our business

Economic Consulting

Microeconomix has gained strong experience in the fields of competition law and regulation since its foundation in 2002.

Microeconomix relies on a team of highly experienced economists holding a PhD in economics from the best universities and French *Grandes Ecoles*. When necessary to respond to its clients' specific needs, Microeconomix solicits specialized input from its network of academic experts in relevant fields.

Microeconomix has become a respected reference in the area of microeconomic analysis supporting legal strategies for businesses and their lawyers. Microeconomix has been involved in many cases both in France and on a European level and has advised large companies as well as small and medium sized firms in various sectors (telecoms, energy, pharmaceuticals, banking, etc.).

Our partners

The Microeconomix partners offer first rate skills and recognized experience in the fields of applied methods of economic analysis and econometrics.

François Lévêque

François Lévêque founded Microeconomix in 2002. Doctor in Economics, he is Professor of Economics at Mines ParisTech, where he teaches Industrial Economics and directs the program on "Law and Business Economics". His research areas include competition economics and antitrust, regulation of network industries, intellectual property and environmental policies.

Gildas de Muizon

Gildas de Muizon is the executive director of Microeconomix. An engineer from Mines ParisTech and Doctor in Economics, he coordinates and supervises Microeconomix engagements.

Our Antitrust Practice

Our Antitrust Practice is distinguished by its application of advanced microeconomic theory and econometric analysis to the analysis of antitrust liability and damages. As an expert in economic analysis applied to competition law, Microeconomix assists its clients through all phases of the litigation process (prevention, preparation and support in antitrust proceedings).

Abuse of dominance

Microeconomix advises companies and their lawyers throughout the investigations on alleged abuse of dominant position. Our economic analysis of the alleged practices helps to prepare the defense. Combining economic theoretical models with facts finding and data analysis allows constructing rigorous reasoning supporting legal strategies.

Cartels and collusion

Microeconomix expertise includes the economic analysis of alleged collusive behavior. Based on the analysis of the market structure and the observed market evolutions, our research helps to identify factors facilitating the emergence and stability of collusive agreements. It also provides tools to construct robust but-for scenarios and to evaluate the damages to the economy as

well as the prejudices suffered by the parties involved.

Mergers and acquisitions

Microeconomix examines the issues arising in horizontal and non-horizontal mergers and acquisitions. Our economic analysis complements legal analysis during due diligence as well as during the preparation for the merger notification. It consists *inter alia* in defining relevant markets, assessing the risk of anticompetitive effects and identifying potential acceptable remedies.

Damages assessment

Our work on damages applies economic analysis to assess the effect of anticompetitive practices or intellectual property infringements in various industries. We develop robust damages estimations based on credible counterfactuals to provide clear and persuasive evidence.

Antitrust audits

Microeconomix offers its services in antitrust audits and helps to set-up efficient compliance programs. Our economic analysis allows evaluating judicial risks raised by certain practices and identifying means limiting litigation risks.



Representative engagements

Anticompetitive practices

Vertical restraints in the luxury goods industry, predatory pricing in the pharmaceutical sector, information exchanges in the telecoms, margin squeeze in broadband, long-term contracts in energy markets.

Mergers and acquisitions

Relevant market definition and evaluation of unilateral and coordinated effects of a merger in the gambling sector, evaluation of vertical and conglomerate effects in the energy utilities sector, merger remedies study for energy operators, support in drafting mergers notification forms.

Damage assessment

Estimation of prejudices resulting from the suppliers' anticompetitive practices, drafting report submitted in court.

Antitrust audits

Analysis of discounts and proposition of changes to existing practices, test for predatory pricing, analysis of existing tariffication and loyalty schemes.

Our group of academic experts

Microeconomix has close ties to a group of academic experts. This network provides a pool of the highest level of knowledge in the field and access to expert economic and econometric contributions. Microeconomix relies on highly specialized skills of the affiliated experts on a case-by-case basis, according to the specific needs of its clients.

Cécile Aubert

Professor in Economics
University of Bordeaux IV
Expert in Industrial Economics

Eric Avenel

Professor in Economics
University of Rennes I
Expert in Industrial Economics

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Toulouse School of Economics
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Mines ParisTech
Expert in Intellectual Property

Emile Quinet

Professor in Economics
École des Ponts ParisTech
Expert in Transport Economics

Faye Steiner

Assistant Professor in Economics
University of Stanford, California
Expert in Econometrics

References

We work alongside the legal counsels of our clients, including the following law firms:

Allen & Overy, Bredin Prat, Cleary Gottlieb, Clifford Chance, Herbert Smith, Hogan & Hartson, Jeantet, Jones Day, Latham & Watkins, Grall & Associés, Orrick, etc.

Since 2002, the following companies have entrusted the economic consulting support with us:

Atofina, Christian Dior, EDF, Eurostar, GDF Suez, France Télécom, Givenchy, GlaxoSmithKline, Guerlain, Kenzo, Lucien Barrière, Orange, Somfy, Shell, Total, Valeo, Veolia Environnement, etc.



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