

# Table of contents

## This issue's quest

### Regulating competition in the common economic space: Building up a system..... 4

Interview with **Nurlan Aldabergenov**, Minister for Competition and Antimonopoly Regulation of the Eurasian Economic Commission

## Advertising and its consequences

### The Russian Supreme Arbitration Court clarifies advertising issues ..... 8

**Vitaly Grebennikov**, Chief Adviser, Public Law and Procedure Division, Russian Supreme Arbitration Court

### Advertising under control: Common points of confusion for the consumer... ..... 13

**Tatiana Nikitina**, Deputy Head of the Russian Federal Antimonopoly Service's Department for Control over Advertising and Unfair Competition

### Advertising on the pharmaceuticals market as a means of unfair competition..... 19

**Irina Naumenko**, Senior Associate, Pepeliaev Group

### Paradoxes of and prospects for pavement graphics ..... 23

**Sergey Yermolenko**, Lawyer, FBK-Pravo

### The car business and advertising: The legal aspect..... 27

**Veronika Kazakevich**, Director of Civil Law Department, CLIFF law firm

## Question and answer

### Talking points ..... 33

**Natalia Fonareva**, Chairman of Businesses Regulation Committee, Russian Chamber of Commerce and Industry;  
**Alexander Osipov**, Vice-President of Delovaya Rossia («Business Russia») Union

## Topical issues

### Nothing is secret that shall not be made manifest ..... 37

**Anastasia Rostislavova**, Senior Expert of the State Authorities Control Department, Tula Office of the Russian Federal Antimonopoly Service

### Economic analysis of concerted practices ..... 41

**Vitaly Pruzhansky**, Expert, RBB Economics

### Power market: Disclosure of information by participants..... 45

**Sergey Gorbylev**, Lawyer Yukov, Khrenov and Partners Law Office

## Hot topic

### Where competition legislation is unbalanced..... 50

**Aidyn Bikebaev**, Senior Partner, Sayat Zholshi and Partners law firm

## Global experience

### How applicable law is selected in the European Union ..... 57

**Florian Heindler**, Professor of Private International Law, University of Vienna (Austria), Associate at Specht Böhm Rechtsanwalt GmbH (Vienna)

### «Vertical» agreements in different countries: Canada ..... 61

**Ksenia Belikova**, Associate Professor, Civil and Labour Law Department, Peoples' Friendship University of Russia

## Legislation and case law overview

### An overview of case law ..... 66

**Maria Sedykh**, Associate, Pepeliaev Group

### Table of contents ..... 72