



## NEWSLETTER | APRIL - JUNE / 2021

### NEWSLETTER DEPUTY SUPERINTENDENCE FOR COMPETITION PROTECTION

#### SIC RATIFIED SANCTIONS AGAINST ODEBRECHT AND OTHER COMPANIES IN THE CASE “RUTA DEL SOL II”

The Superintendence of Industry and Commerce (SIC), in its role as **National Authority for Competition Protection**, concluded that there were no reasons to modify the decisions and sanctions emitted to the Brazilian multinational Odebrecht and other related companies in the “Ruta del Sol II” case, therefore **ratifying fines that ascend to 78.5 million USD**.



The arguments presented in the appeals by the legal teams of the sanctioned parties were dismissed due to a lack of legal basis, and the SIC also stated that, in light of the **criminal activities** uncovered during the investigation, **copies of the case files were officially passed to the Office of the Attorney General**.



#### PAYMENT FEES FOR MERGER AUTHORIZATION OPERATIONS WERE REGULATED

Through **Resolution 2103 of January 27, 2021**, the Superintendence of Industry and Commerce established the values to be paid by individuals or companies interested in submitting business merger procedures (notifications and pre-evaluations). Payments can be made either by electronic transfer or bank wires, through SIC’s banking accounts.

## MERGER PROCEDURE BETWEEN BAVARIA AND COCA-COLA WAS OBJECTED BY SIC

The Superintendence of Industry and Commerce (SIC) has objected a merger proposal between BAVARIA, INDUSTRIA NACIONAL DE GASEOSAS, EMBOTELLADORA DE LA SABANA, COMPAÑÍA DE TRANSPORTE DE BEBIDAS and COCA-COLA BEBIDAS DE COLOMBIA, after evaluating the objections presented by the competitors of the aforementioned companies and carrying out an exhaustive investigation.



The merger operation presented by the companies aimed at the "creation of a strategic alliance in Colombia for the distribution and sale of their respective products". However, the objections of the competitors, added to the information collected by the SIC in its in-depth investigation, identified **many dangers for free economic competition in this economic sector**, if said operation was approved.

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## SIC HOSTED A WEBINAR FOR THE INTERNATIONAL COMPETITION NETWORK

The Superintendence of Industry and Commerce (SIC), in its role as Co-chair of the Advocacy Working Group (AWG) of the International Competition Network (ICN), is leading the project: update of the '**ICN Advocacy Toolkit**', which allows the authorities of this Network to improve their initiatives of promotion of competition in their respective markets.



## International Competition Network

As part of the update process, the SIC recently organized an event with the participation of experts, academics and representatives of international organizations, in which, through a panel moderated by the Deputy Superintendent for Competition Protection, Juan Pablo Herrera Saavedra, a conversation was generated regarding the different existing positions in the field of advocacy and the importance of the project led by the SIC within the International Competition Network.

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### SENIOR OFFICIALS OF THE SIC ACTIVELY PARTICIPATED IN THE OECD COMPETITION COMMITTEE MEETINGS

As part of the commitment acquired by the Superintendence of Industry and Commerce as Member of the OECD Competition Committee Bureau, senior officials of the SIC actively participated in the last OECD Competition Committee and Working Parties Meetings in June, 2021.

Mr. Juan Pablo Herrera, Deputy Superintendent for Competition Protection, made important interventions and shared the Colombian experience on the Roundtables of Compliance Programs, Potential Competition and Competition and Regulation.



#### COMITÉ DE COMPETENCIA

The Colombian experience on the  
Roundtables of Compliance  
Programs was shared.