

Simon Baker

General Overview

Simon is a Partner and co-founder of RBB Economics. He has worked in private practice as a competition economist since 1996, before which he was an Economic Adviser at the UK Office of Fair Trading. He holds a BA(Econ) from the University of Manchester and an MSc in Economics from McGill University, Montreal.

He has published articles on many aspects of competition law economics, is a regular speaker at competition law conferences, and frequently provides training and technical advice to competition and regulatory agencies. He is a consultant editor of the UK Competition Law Review, and a member of the Advisory Committee of the BIICL Competition Law Forum.

Experience

Simon has worked on a wide range of merger cases before the EC Commission and national competition authorities, most notably in the UK and the Netherlands. His major merger clients include Shell, J Sainsbury's, Pirelli and Unichem.

He has also advised many clients on the economics of abuse of dominance and vertical restraints. His work in this area has included advice on the economic effects of vertical supply arrangements, vertical integration and mandatory access to allegedly essential facilities, as well as issues of dominant firm pricing. Clients in this area include BT, Shell, Tele2 and RMC.

His work on restrictive agreements has involved advice to clients involved in cases of joint selling, as well as cartel cases. He has worked for the Race Course Association in connection with the joint selling of race course television and betting rights, as well as for clients involved in the vitamins and paper cartels, and on the analysis of resale price maintenance in books and pharmaceuticals.

Other competition work in which he has been involved includes advice on privatisation, liberalisation and regulation issues in telecommunications, energy and gaming markets, as well as in providing training and seminars to competition and regulatory authorities on economic issues such as market definition, unilateral and co-ordinated merger effects, and the identification of dominance.

Sector Experience

Simon has worked on hundreds of competition law matters across a wide variety of industries. He has worked on projects in extraction industries, agriculture, construction, manufacturing, chemicals and pharmaceuticals, metals, branded consumer goods, retailing and distribution industries, betting and gaming, banking, insurance and financial services, medical equipment, telecommunications, energy markets and publishing.

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