

CADE in the Digital Era

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Main Challenges

**When
to intervene?**

**How
to intervene?**



**Domestic
Coordination**

**International
Cooperation**

Global Companies

Mergers

- ❑ Naspers – DeliveryHero
- ❑ Itaú-XP
- ❑ Disney – Fox

- ❑ IBM – RedHat (*ongoing*)
- ❑ Mosaico – Buscapé (*ongoing*)

Conducts

- ❑ OTAs – MFN
- ❑ Google – search bias
- ❑ Google – API
- ❑ Google – scraping

- ❑ Google – Yelp (*ongoing*)
- ❑ Google – News (*ongoing*)
- ❑ Google – Android (*ongoing*)
- ❑ Incumbent banks x Nubank (*ongoing*)
- ❑ Incumbent banks x Cryptocurrency and Blockchain Association (*ongoing*)
- ❑ Bradesco x GuiaBolso (*ongoing*)

Fintechs

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Recent Cases at Cade

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**What is Cade
doing to address
these challenges?**

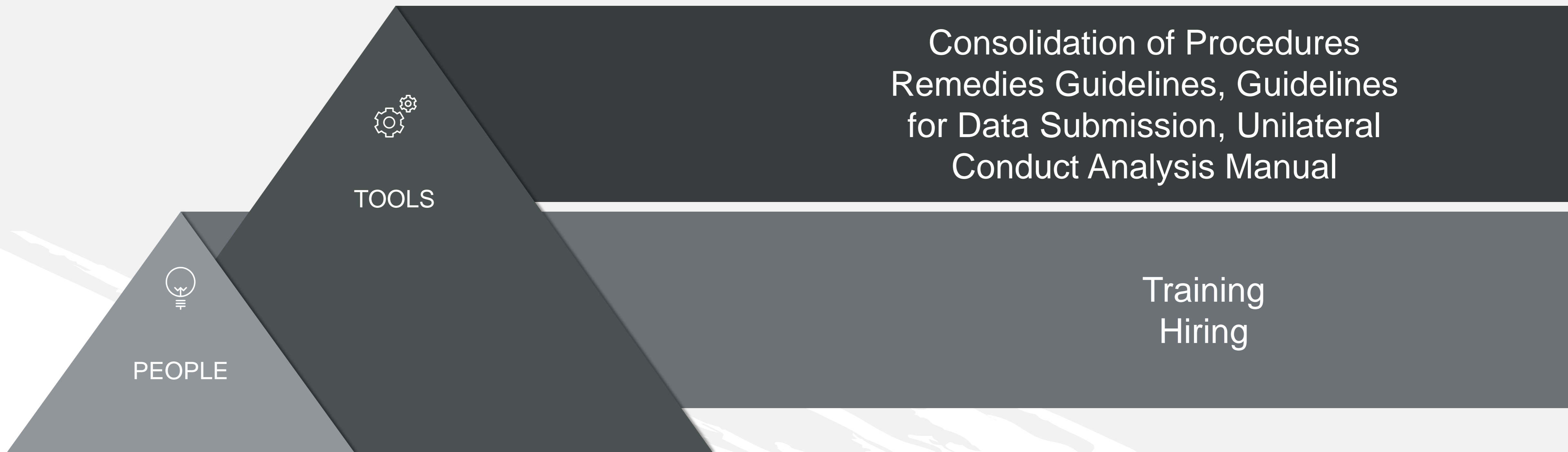
Some Initiatives



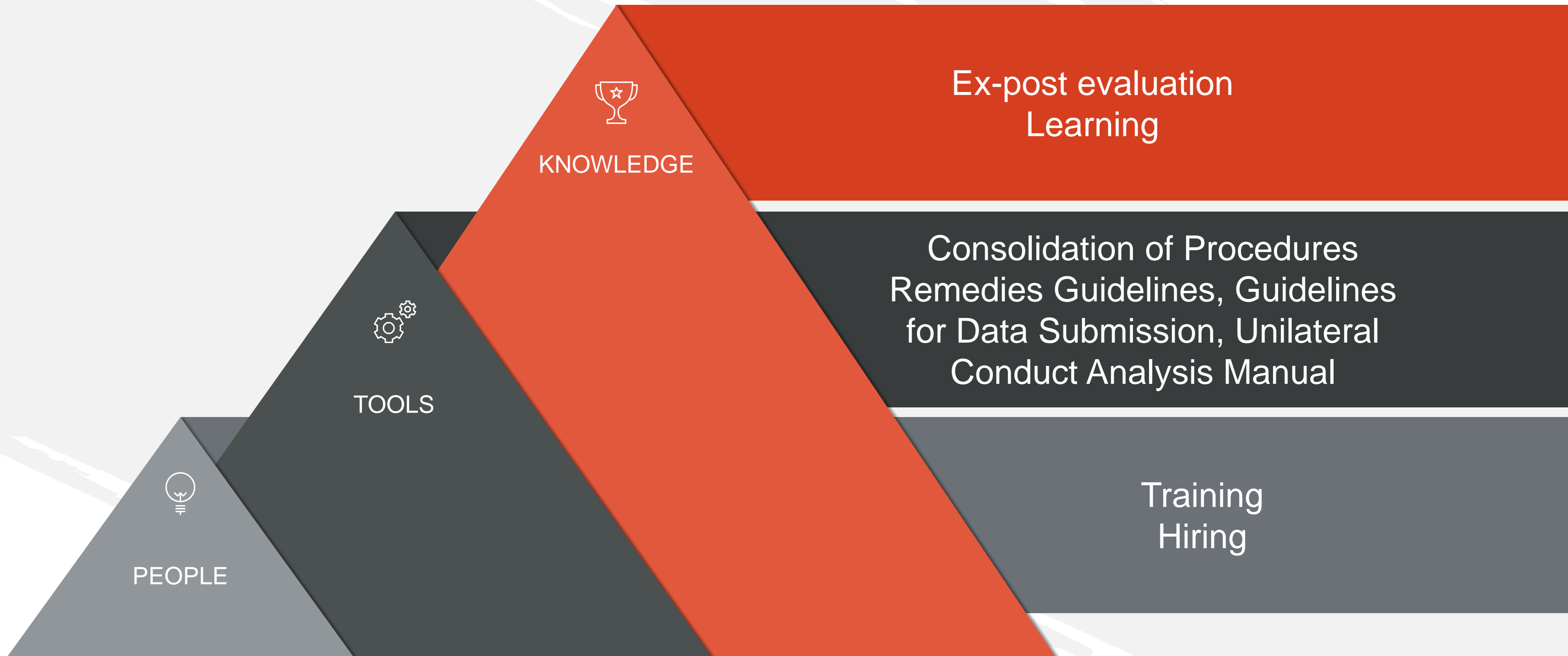
PEOPLE

Training
Hiring

Some Initiatives



Some Initiatives



What to expect?

Enhanced cooperation for cohesive policies

Competition Policy

(CADE)



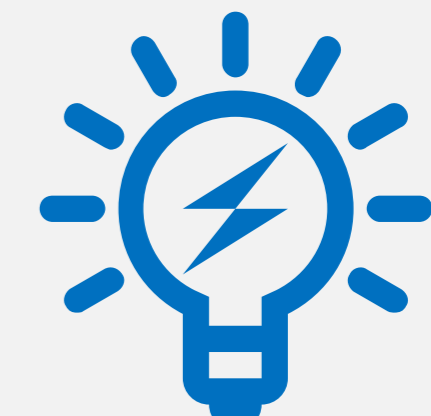
Data Protection

National Agency
for Data Protection
(ANPD)

Consumer Protection

National Consumer
Secretariat
(SENACON)

Harmonization and
Effectiveness



Enhanced cooperation for cohesive policies

Competition Policy

(CADE)



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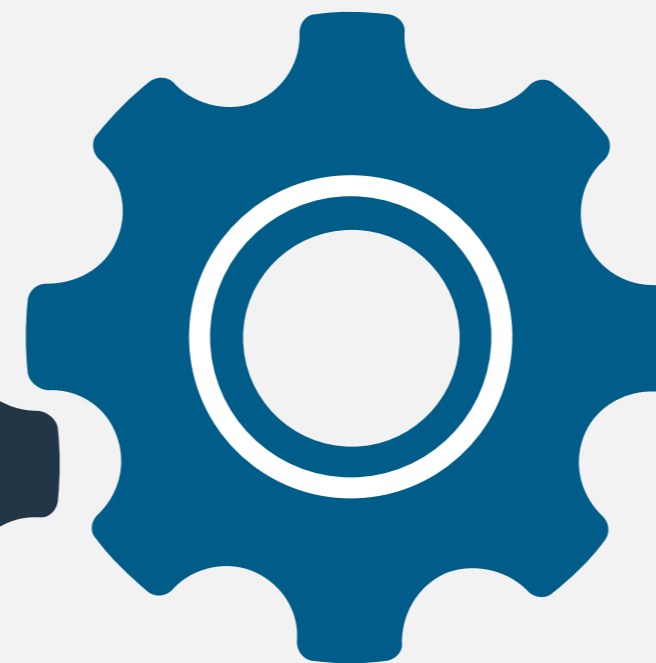
Financial Sector

(Central Bank)

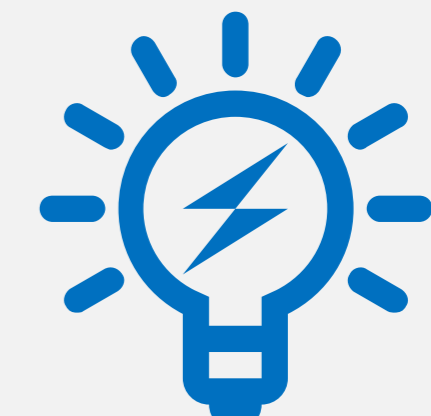


Consumer Protection

National Consumer
Secretariat
(SENACON)



Harmonization and
Effectiveness



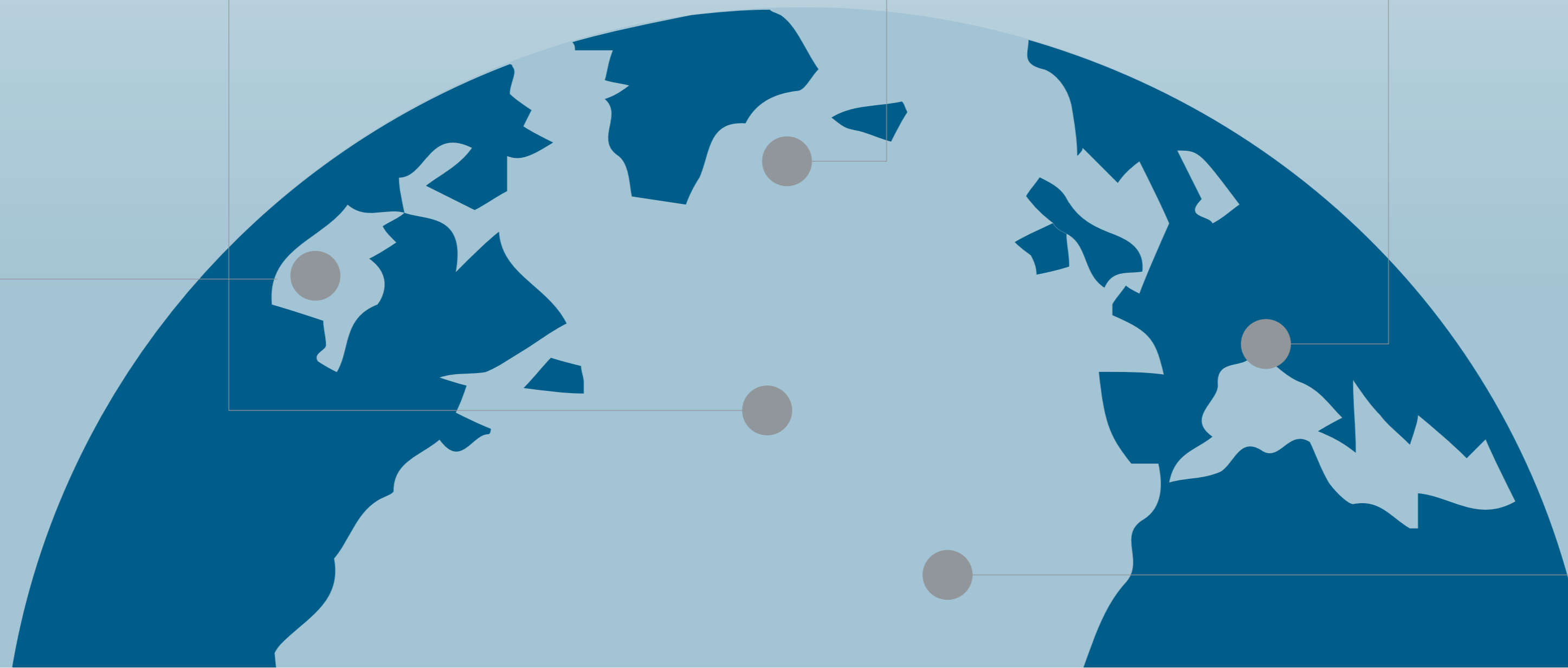
International Cooperation



Cooperation
Among
Competition
Authorities



International
Competition
Network



"Stones in the road?
I save every single one,
and one day
I'll build a castle."

THANK | YOU

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