EMPIRICAL INDUSTRIAL ORGANIZATION
OF THE FOOD RETAILING INDUSTRY

Toulouse, February 9-10, 2006

Organizers: Céline Bonnet and Pierre Dubois

PROGRAM

Seminar Venue:

MANUFACTURE DES TABACS
Aile Jean-Jacques Laffont – 3rd Floor – Room 323
21, Allée de Brienne
31000 Toulouse
Thursday February 9, 2006

**Morning Session:** Chair: Jean-Pierre Florens (University of Toulouse, GREMAQ-IDEI)

9h30-10h30 Sophia Berto Villas Boas (UC Berkeley)
"Wholesale Price Discrimination: Inference and Simulation"
Discussant: Farid Gasmi (University of Toulouse, GREMAQ-IDEI)

10h30-11h00 Coffee break

11h00-12h00 Fabian Bergès-Sennou (University of Toulouse, INRA)
"Consumers' decision between private labels and national brands in a retailer's store: a mixed multinomial logit application”, with Daniel Hassan, Sylvette Monier-Dilhan and Hélène Raynal
Discussant: Catherine Cazals (University of Toulouse, GREMAQ-IDEI)

12h00-14h00 Lunch

**Afternoon Session:** Chair: Marc Ivaldi (Toulouse School of Economics and CEPR)

14h00-15h00 Vincent Réquillart (University of Toulouse, INRA, IDEI)
"Do all Private Labels affect all National Brands Prices”, with Christophe Bontemps and Valérie Orozco
Discussant: Sofia Berto Villas-Boas (University of California, Berkeley)

15h00-16h00 Frode Steen (Norwegian School of economics and Business Administration)
"Private Label Entry as a Competitive Force? An analysis of price responses in the Norwegian food sector”
Discussant: Michel Simioni (University of Toulouse, INRA, IDEI)

16h-16h30 Coffee Break

16h30-18h00 Roundtable: “The Role of Private Labels in Marketing and Competition between Retailers”

Fabian Bergès-Sennou (University of Toulouse, INRA), chair
Yves Boisard (Directeur du Service Qualité du groupement d’achat GALEC)
Vincent Réquillart (University of Toulouse, INRA, IDEI)
Frode Steen (Norwegian School of economics and Business Administration)

20h00 Dinner
Friday February 10, 2006

**Morning Session:** Chair: Jacques Crémer (University of Toulouse, GREMAQ-IDEI)

9h00-10h00  Bruno Hernan (London Business School)  
“Structural Demand Estimation with Varying Product Availability”  
with Naufel Vilcassim  
Discussant: Céline Bonnet (University of Toulouse, INRA)

10h00-10h30  Coffee Break

10h30-11h30  Pierre Dubois (University of Toulouse, INRA, IDEI)  
“Non Linear Contracting and Endogenous Market Power between Manufacturers and Retailers: Identification and Estimation on Differentiated Products”, with Céline Bonnet  
Discussant: P.B. Seetharaman (Rice University)

11h30-12h30  Howard Smith (Oxford University)  
“Supermarket Choice with an Endogenous Number of Stores”  
Discussant: Bruno Jullien (University of Toulouse, GREMAQ-IDEI)

12h30-14h00  Lunch

**Afternoon Session:** Chair: Vincent Réquillart (University of Toulouse, IDEI, INRA)

14h00-15h00  P.B. Seetharaman (Rice University)  
Discussant: Pierre Dubois (University of Toulouse, IDEI, INRA)

15h00-16h30  Roundtable: “Manufacturers Retailers Relationships and Market Power”  
Bruno Jullien (University of Toulouse, GREMAQ-IDEI), chair  
Claire Chambolle (INRA Paris)  
Vincent de Lagarde (Délégué Général de l’ARIA Midi-Pyrénées)  
Thierry Renard (Délégué Général de l’ARDIA Aquitaine)  
Patrick Rey (University of Toulouse, GREMAQ-IDEI)  
Howard Smith (Oxford University)
Organizers

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