UNITED ARAB EMIRATES
MINISTRY OF ECONOMY & TOURISM

Dubai, 28-29 October 2026

Seventh ARAB COMPETITION FORUM (ACF)

SESSION 3 | SPEAKERS AND BIOGRAPHIES

Merger control in the digital sector

Day 2 • Thursday, 29 October 2026 • 9.00–10.30 a.m.

Session coordinator: OECD



MODERATOR

Saïd Kechida

Manager for Africa and the Middle East, Competition Division, OECD

Mr. Saïd Kechida is an economist and a competition expert at OECD's Competition Division where he is responsible for the Middle East and Africa managing projects on a wide range of competition law and policy issues, including peer reviews, market studies and competition assessments. At the OECD, he held different positions since 2007, first at the Private Sector Development Division and the Investment Division where he co-authored a number of Business Climate and Investment Policy Reviews in Middle East, Africa and South-East Asia. He also served as Senior Advisor for MENA at the Office of the Secretary-General and later as Senior Advisor at the Countries Studies Branch of the Economics Department. Mr. Kechida also served as Economic Advisor to the Prime Minister of Tunisia from 2014 to 2016. He holds a Diploma in Economics from the University of Stuttgart, Germany and a Master in Business Sciences from the Normandy Business School, France.



SPEAKER • VIRTUAL

Viktoria H.S.E. Robertson

Professor of Competition Law and Digitalization, Vienna University of Economics and Business (WU)

Viktoria H.S.E. Robertson is a Full Professor of Competition Law and Digitalization at the Vienna University of Economics and Business (WU). She is also Director of The Competition Law Hub (www.complawhub.eu) and a Non-Governmental Advisor to the European Commission in the International Competition Network. Vicky's research focuses on the application of competition law in digital platform markets.



SPEAKER

Talal Al Hogail

Senior Director of Mergers and Acquisitions, General Authority for Competition, Kingdom of Saudi Arabia

Talal Al Hogail is Director of Mergers and Acquisitions at the General Authority for Competition of the Kingdom of Saudi Arabia and Co-Chair of the Merger Working Group of the International Competition Network (ICN). He presents the experience of the Kingdom of Saudi Arabia in reviewing mergers and acquisitions, and contributes to shaping the approach of competition authorities around the world to developing merger review frameworks and improving their practices. He holds a Master's degree in Economics from Morgan State University and combines deep technical expertise with a strong commitment to international cooperation, drawing on his experience in both the public and private sectors.



SPEAKER

Jamil Zaid

Director General, Competition Protection Department, Ministry of Industry, Trade and Supply, Jordan

Jamil Zayed is the Acting Director General of the Competition Protection Department in Jordan, leading the strategic establishment, legislative drafting, and organizational rollout of the newly established authority.

A foundational figure in Jordan's competition landscape, Mr. Zayed played a key role in the inception of the Jordanian Competition Directorate within the Ministry of Industry, Trade, and Supply in 2003, subsequently serving as its Director from 2016 to 2026. Following the landmark enactment of Competition Law No. 8 of 2026—which elevated Jordan's competition framework into an independent national department—he was appointed to helm the transition and shape its institutional structure, regulatory bylaws, and operational capabilities.

Over a distinguished 23-year career, Mr. Zayed has accumulated deep expertise in competition law enforcement, complex market analysis, merger control, and anti-competitive practice investigation. His extensive background combines hands-on case management with senior policy-making, strategic administration, and regional cooperation in competition policy.



SPEAKER

Willard Mwemba

Director and Chief Executive Officer, Competition and Consumer Commission, COMESA

Dr Willard Mwemba is the Chief Executive Officer at the COMESA Competition Commission. He continues to play a key role in the development of competition and consumer protection laws, guidelines and operational manuals in different countries. He continues to advise governments on the significance of preserving competitive markets and the consequences of its absence. He is a member of the Advisory Board of the United Nations Conference on Trade and Development Competition Training Centre for Middle East and Africa. Willard is also a member of a Committee of the International Chamber of Commerce, looking at the state of competition laws in small and insular economies.

Willard has written extensively on the subject of competition law and has spoken at several high profile fora. He is usually invited as a guest lecturer on the subject at Universities and Colleges at global level. He has written and contributed to scholarly articles for the Institute of European & Comparative Law/Centre for Competition Law & Policy University of Oxford, International Bar Association, Concurrences, Global Competition Review and Afronomics among others.

He holds several qualifications among them, a Bachelor of Arts in Economics and an LLB from the University of Zambia. Willard also holds a Masters degree in European Union Competition Law from University of London; Kings College and a PhD in Competition Law from the University of Cape Town.



SPEAKER • VIRTUAL

Christian Grobecker

Case Officer, Directorate-General for Competition, European Commission

Mr. Christian Grobecker works as Case Handler Officer in DG Competition at the European Commission, within Unit COMP.C.5 'Mergers' in the Directorate 'Markets and cases II: Information, Communication and Media'. This unit is responsible for reviewing proposed concentrations under the EU Merger Regulation in the sectors of information technology (IT), the internet, consumer electronics, telecommunication and media.

Prior to working at DG Competition, he worked as a lawyer in the competition law department of a major US law firm. Christian holds a Master Degree in European Law from the University of Leiden and a Master Degree in European political and administrative studies from the College of Europe.