MERGER POLICY AND TRADE POLICY

the decision criterion becomes

(1)
$$\frac{\left(\frac{P_w - AC_2}{AC_2}\right)\left[\frac{\varphi}{Q_1} + 1 + \eta\left(1 - \frac{1 + \frac{P_w - AC_2}{AC_2}}{\frac{P_1/AC_2}{P_1/AC_2}}\right)\right]}{\left[\frac{P_1}{AC_2}\left(1 + \frac{\Delta P}{P_1}\right) - 1\right]\left(1 - \eta\frac{\Delta P}{P_1}\right)} > 1$$

where

$$\left(\frac{P_{W}-AC_{2}}{AC_{2}}\right)$$

to oreduce

_____P_1

AC₂

 $\overline{Q_1}$

is the percentage by which post-merger costs are expected to be below the world price. Again, if AC2 is approximately equal to the marginal costs of production in foreign countries, this term is approximately equal to the percentage that per unit transportation costs are of the production costs of imports.

> is the ratio of permitted imports to pre-merger domestic production.

> is the ratio of the pre-merger price to post-merger unit costs, or approximately the proportion by which the domestic pre-merger price is elevated above the marginal costs of production for foreigners.

endia normani or a is the price elasticity of demand estimated at price P_1 .

$$\eta = -\frac{\Delta Q}{\Delta P} \frac{P_1}{Q_1}$$

 ΔP P_1

is the percentage by which the post-merger firm might be expected to increase the price. $\Delta P = P_2 - P_1$.

Alternatively the smolint of it

Because this expression has five different variables in it, it does not readily lend itself to discussion without simulation using various ranges of values for each of the variables. These calculations were carried out, and Tables 1 through 4 report the minimum values of P_w/AC_2 for which the post-merger firm would expand its output to Q3 and charge the world price, Pw. It is apparent from these tables that the merger-induced cost reductions necessary for this expansion will be lower for lower values of $\Delta P/P_1$ and for higher values of φ/Q_1 . Furthermore, if $1 - (P_w/AC_2)$ is approximately equal to the proportion of the world price accounted for by transportation costs, these transportation cost must be a fairly large fraction of P_1/AC_2 . For policy-making purposes, government officials would be able either to use criterion (1) directly based on their own estimates