

James Mellsop

Managing Director



Contact

james.mellsop@nera.com

Auckland: +64 9 928 3290

Wellington: +64 4 819 2550

Sydney: +61 2 8864 6536

James Mellsop applies expert economic analysis to legal issues in the areas of competition, regulation, price setting, contractual disputes, damages, fair trading, tax, and resource management. His experience includes analyzing the economic implications of mergers and acquisitions, as well as joint ventures and other contracts. Mr. Mellsop has also evaluated market behavior and regulatory interventions in a variety of sectors and industries, including media, telecommunications, utilities, mining, health care, retailing, transport, manufacturing, agriculture, software, building products, banking and finance, and insurance.

Mr. Mellsop has analyzed and quantified the appropriate price to be paid for access to infrastructure (e.g., airports, ports, pipelines, and databases) and for property leases; the economic and environmental effects of resource management decisions; and damages as a result of breach of contract, collusion, and misrepresentation.

He has provided expert evidence before the Australian Competition Tribunal, the New Zealand High Court, the Competition Appeal Board of Singapore, the New Zealand Environment Court, the New Zealand Commerce Commission, arbitrators, Resource Management Act Commissioners, and the Waitangi Tribunal. He has worked on projects in New Zealand, Australia, and Asia, and has been engaged by both the Australian Competition & Consumer Commission and the New Zealand Commerce Commission.

Prior to joining NERA in 2008, Mr. Mellsop directed the New Zealand competition practice of another international economics consultancy. In addition, he worked for the New Zealand Treasury on microeconomic policy issues, particularly competition, regulatory, and telecommunications policy. From 1992 to 1996, Mr. Mellsop worked as a lawyer for Bell Gully, with a focus on competition, corporate, and oil and gas law.

Education

MCA (with Distinction) in economics, Victoria University of Wellington

BCA (with Honours) in economics (1st Class), Victoria University of Wellington

LLB degree, Victoria University of Wellington

BCA in accountancy, Victoria University of Wellington

Publications

- *The Role of Fixed Cost Savings in Merger Analysis*
- *Failing Firm Merger Analysis in the Shadow of COVID-19*
- *NERA Letter to the Reserve Bank of New Zealand*
- *Some Economics of a "Misuse of Market Power"*
- *Levelling the Playing Field: The Role of the Internet and Mobile Computing in Improving the Efficiency and Competitiveness of Australian Small Business*
- *Quantifying Benefits and Costs under the Resource Management Act: Lessons from Commerce Commission Decision-Making*

- *Objective RMA Decision-Making: Cost Benefit Analysis as an Economic and Practical Framework*
- *New Zealand Competition Law and Policy*
- *An Assessment of the DIRA Triggers*
- *The Impact of the Zespri Kiwifruit Export Monopoly on Innovation Incentives*
- *Exchanging Price Information can be Efficient: Per se Offences should be Legislated very Sparingly*

Practice Areas

Antitrust and Competition

Auctions

Commercial Litigation and Damages

Communications, Media, and Internet

Consumer Financial Services

Energy

Environmental Economics

Financial Institutions and Banking

Health Care

Regulatory Economics

Securities and Finance

Transport

About NERA

NERA Economic Consulting (www.nera.com) is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With its main office in New York City, NERA serves clients from more than 25 offices across North America, Europe, and Asia Pacific.