

GCCPC WCD 2014

Report on Gambia Competition and Consumer Protection Commission's celebration of World Competition Day, 5th December 2014

The Gambia Competition and Consumer Protection Commission (GCCPC) celebrated World Competition Day on 5th December 2014, in partnership with the Gambia Public Procurement Authority (GPPA). The Commission deemed it necessary to co-celebrate with GPPA on account of this year's World Competition Day (WCD) theme: '**Competition issues in Public Procurement**', as GPPA is the national authority mandated to regulate and monitor public procurement in the Gambia.

The day's events began with a march from West Field junction, a major commercial hub in the Gambia, taking us along Kairaba Avenue, which is also lined with businesses and enterprises, big and small, about a couple of kilometers down to the traffic lights by the Galp filling station on the same street.

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Staff of the commission and GPPA, were accompanied on the hour-long march by the Gambia Police Band which provided music and fanfare on the occasion. The march provided visibility and publicity for the GCCPC, the GPPA, and the occasion.

An information leaflet produced for the occasion was handed to enterprises and members of the public during the march. It contained competition messages and simple explanations of some competition terms related to this year's WCD theme such as bid-rigging, collusion and competitive neutrality, to name a few.

The next activity following the march was a **press conference** at the Commission's headquarters. It was organized to achieve the objective of World Competition Day, that is, to promote and highlight the benefits of competition for all. The press conference provided a platform for members of the press to ask questions relating to the theme and to competition

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and public procurement in general. Questions ranged from issues regarding the operations of the two agencies, their achievements and challenges, as well as the connection between competition and efficient public procurement. The questions were answered by staff of the GCCPC and GPPA, led by the Executive Secretary and Compliance Manager respectively.



A joint statement (see attached) was made by the Gambia Competition and Consumer Protection Commission and the Gambia Public Procurement Authority, to mark the occasion. It was locally published in a popular daily newspaper with a large readership, in commemoration of the day. The statement was issued to the press who made of it a source of a lively discussion mainly in the form of questions and answers.

The press conference, which lasted an hour, was well attended by a representation of journalists from the broadcast and print media organizations, including the national radio and television station, and popular daily newspapers (see attached copy of a newspaper article on WCD).



It was an opportunity to reach out to the press who are important stakeholders in the campaign to promote competition and consumer welfare.

The celebration of the day was well organized, well attended and, for our purpose, quite successful, because the activities did attract public attention, especially through radio and television coverage. The momentum thus gained in increasing public awareness of competition can be used to facilitate further advocacy and other work in execution of GCCPC's mandate.

