



5TH DECEMBER 2019 - WORLD COMPETITION DAY

10TH CALL FROM CUTS INTERNATIONAL

THEME: ENSURING EFFECTIVE COMPETITION IN AN INCREASINGLY ONLINE WORLD

World Competition Day

On December 5, 1980 the United Nations Conference approved the United Nations Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices thus marking a milestone in the history of Competition Law and Policy. CUTS International requests all stakeholders (such as, national governments, competition agencies, civil society organisations, academia, media etc.) to extend their support to its annual endeavor of observing December 5 as the World Competition Day (WCD). We are entering into the 10th year of this journey and are grateful to have received support from several stakeholders on our path.

More than half of the world is online today, served by few large online players. Competition regimes across countries are grappling to deal with such developments. Accordingly, the theme selected for this year is 'Ensuring effective competition in an increasingly online world'.

Ensuring effective competition in an increasingly online world

Optimal competition is essential for fair markets to function efficiently. The online economy is increasingly witnessing consolidation with a few large players left to cater to large swaths of consumers. Practices such as zero pricing, acquisition of potential competitors, restrictive tie-ups, exclusive access to data, user lock-in, little regard to privacy and data protection principles, are becoming common. While benefitting users in short-term, these practices are adversely impacting innovation, growth of small and medium enterprises, and availability of decent employment opportunities, especially in developing economies. This has increased inequality and mistrust in markets.

Prevailing competition and regulatory regimes are unable to counter and correct this phenomenon. Their relevance and role, as traditionally understood, is being questioned. Increasingly disruptive ideas such as breaking up of large corporates, setting up of new regulators, and considering dominance as problematic, are being discussed as possible solutions.

Therefore, on this year's WCD, it becomes pertinent to deliberate on how best competition and regulatory regimes can be made ready to deal with challenges posed in an increasingly online world, deliver on their mandate of making fair markets function by enabling effective competition, and matter for sustainable development.

How can you contribute?

CUTS International suggests few tools or methods, which could be adopted for celebrating the WCD. These comprise: organising seminars, conferences, and road shows; preparing advocacy materials like pamphlets and posters; issuing letters in support; publishing newspaper articles and press releases; and undertaking social media campaigns etc.

The goal is to spread awareness among citizens regarding the benefits of a competitive market structure and the harmful effects of anticompetitive practices both at a national and international level.

Alternatively, countries and competition authorities are free to choose their own themes to celebrate WCD. CUTS would appreciate if you could intimate us of your respective activities on this occasion.

Interested countries/competition agencies are encouraged to contact the following for any assistance:

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