

5TH DECEMBER 2025 - WORLD COMPETITION DAY 16TH CALL FROM CUTS INTERNATIONAL

THEME: ARTIFICIAL INTELLIGENCE, CONSUMERS AND COMPETITION POLICY

World Competition Day

On December 05, 1980, the United Nations General Assembly adopted the *Set of Multilaterally Agreed Equitable Principles and Rules for the Control of Restrictive Business Practices* (commonly known as the UN Set), a landmark moment in the evolution of global competition law and policy.

To commemorate this milestone, CUTS International and the COMESA Competition Commission (CCC) jointly urge all stakeholders to observe December 05 as World Competition Day (WCD) and advocate for its formal recognition by the United Nations.

Now in its 16th year, the campaign has garnered widespread support. Celebrations have taken place across 63 countries, including 59 national competition authorities, reflecting growing global consensus on the importance of 5th December as WCD.

We especially acknowledge the progress made at the 9th United Nations Conference on Competition and Consumer Protection (July 2025), where the proposal was substantively discussed and a resolution adopted. The resolution states: *“Welcomes with appreciation the proposal from the Government of Kenya for the recognition of 5 December as World Competition Day; and encourages Member States to pursue consultations on this issue leading up to the twenty-third session of the Intergovernmental Group of Experts on Competition Law and Policy.”*

This marks a significant step forward. We commend the Government of Kenya for its leadership and UNCTAD for facilitating inclusive dialogue. We therefore urge all Governments to support the formal recognition of this day by the United Nations through their Permanent Missions in Geneva and New York.

Artificial Intelligence (AI), Consumers and Competition Policy

While AI holds transformative promise, it also

presents emerging risks to consumers and market competition. Key concerns include: market concentration in foundational AI models; algorithmic collusion and tacit coordination; abuse of dominance and ecosystem lock-ins.

While effective competition enforcement is important, technological interventions, such as interoperability, data portability, and open-source frameworks, can foster competitive digital ecosystems.

From a consumer protection lens, AI may lead to: privacy breaches, algorithmic bias, fraud and impersonation, and Safety and reliability failures.

These harms are typically addressed through a mix of consumer protection laws, sectoral regulations, and emerging AI-specific frameworks. However, effective inter-agency coordination, among competition authorities, consumer protection bodies, and relevant regulators, is essential to mitigate risks, unlock benefits, and strike a balance between innovation and oversight.

How can you contribute?

CUTS International and CCC encourage stakeholders to mark World Competition Day through diverse outreach and advocacy activities, such as hosting webinars or seminars; creating advocacy materials (pamphlets, posters); publishing op-eds, articles, and press releases; launching social media campaigns and short videos etc.

Stakeholders are welcome to adopt their own themes and formats. The overarching goal is to raise public awareness about the value of competitive markets and the dangers of anticompetitive practices, both nationally and globally.

We would be grateful if you could share details of your planned activities with us at c-cier@cuts.org and/or compcom@comesacompetition.org.