



5TH DECEMBER 2016 - WORLD COMPETITION DAY

07th Call from CUTS International

Theme: "Linkages between Competition and Intellectual Property"

I have been up against tough competition all my life. I wouldn't know how to get along without it.

- Walt Disney

Through the 7th call for celebration of the World Competition Day, CUTS International yet again solicits the support of competition agencies, civil society organisations, academia, media, etc. and encourages them to observe **5th December, as the World Competition Day.**

Through this platform, we intend to spread awareness among the citizens on the benefits of a competitive market structure as well as the harmful effects of anti-competitive practices not only at the national but also at the international level. Considering the rapid technological advancements in the global market, the theme we have selected for this year is "**Linkages between Competition and Intellectual Property**". However, countries and competition authorities can choose their own themes and CUTS would be grateful to be kept informed of your respective countries'/agencies' activities in this occasion.

It is a recognized fact that innovation and competition are two of the most important pillars which support and foster the growth of an economy. In order to spur industrial development and to bring in socio-economic changes, it is important to have an environment which supports competition amongst firms as well as promotes the generation of intellectual property. The two most

important policy measures taken by the governments to ensure innovation and growth are intellectual property and competition policy. However, when these two policy measures are implemented on the ground, they may not necessarily work in tandem with each other.

With technological advancements transpiring at an exponential pace, government institutions across the globe have struggled to maintain a fine balance between protection of IPRs and prevention of competition law violations. The intricacies of the two laws which have similar objectives but different tools of enforcement make their interaction even more intriguing and puzzling. Thus, it is pertinent to discuss and attempt to solve the overarching issues which lie at the linkage between competition and intellectual property.

CUTS suggest the following tools/methods which could be adopted by Competition Agencies for celebrating the WCD:

- Organising seminars/ roadshows.
- Preparing advocacy material, such as pamphlets, posters, etc.
- Publishing newspaper articles/press releases.
- Undertaking social media campaign, etc.