



# **GAMBIA COMPETITION COMMISSION**

## Leveling the Field for Development

April 26<sup>th</sup>, 2011.

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UNCTAD.

### **RE: WORLD COMPETITION DAY.**

A number of countries from across the world have now expressed their support for observing 5th December as the World Competition Day. The Gambia Competition Commission (GCC) would like to join them in advancing the need for the same. We feel that such recognition at the international level would help propagate healthy competition regimes, globally. It would also facilitate the process of creating demand for competitive markets at the national levels - especially from a consumers' welfare perspective. As has been noticed in case of other international days (on specific issues), wider public knowledge and constituency support would also be gained.


This choice of having 5th December as the World Competition Day as apt, given that the United Nations General Assembly adopted the United Nations Set on Competition Policy on this very date in the year 1980.

In 2010, significant support was provided by the international community in celebrating the first World Competition Day on 5th December, in response to a call made by the International Network of Civil Society Organizations on Competition (INCSOC). International Air Transport Cartel was selected as the theme for 2010. It would be useful if specific themes are identified each year for observing World Competition Day - and public education is undertaken around such specific issues highlighting how lack of competition can affect consumers/economy.

Competition policy and law enforcement is a new concept in The Gambia, but we have already witnessed a fairly good response from various stakeholders on the issue. We believe that adoption of World Competition Day would complement efforts being already undertaken by the GCC to ensure effective competition law enforcement at the national level.

GCC is happy and willing to provide the necessary support to UNCTAD, to lead this process.

Yours sincerely,

  
Amadou Ceesay.