

5TH DECEMBER 2018 - WORLD COMPETITION DAY

9TH CALL FROM CUTS INTERNATIONAL

THEME: DIGITAL ECONOMY, INNOVATION AND COMPETITION

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, 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).

Considering the disruptive business models based on continuous innovation in today's digital economy, the theme selected for this year is 'Digital Economy, Innovation and Competition'.

Digital Economy, Innovation and Competition

The digital economy is a major driver of economic growth in the 21st century and is fuelled by the rapid emergence of digital innovations. These innovations lie at the heart of the digital economy.

The digital markets powered digital economy is characterized by big data, Artificial Intelligence (AI), platform-based business modes, multi-sided markets, network effects and tipping, user feedback loops, deep pockets and common institutional investments. They present novel and complex competition concerns with both precompetitive and anticompetitive outcomes.

On the one hand, digital markets are generally perceived to benefit consumers through more choices, lowered prices, increased

transparency and improved product quality. On the other hand, they also have the potential to disrupt established practices, pose entry barriers, exhibit market concentration, and undermine competition in the economy.

Therefore, on this year's WCD, it becomes pertinent to deliberate upon the contemporary competition law challenges faced by the innovation led digital economy such as identifying the role of competition policy/law and authorities in shaping the digital economy; ascertaining the suitability of the traditional competition law tools to deal with the digital economy and innovative disruption and most importantly advocating for optimal regulation, which adequately protects innovation, and simultaneously enhances competition and consumer welfare.

How can you contribute?

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

The goal is to spread awareness among the 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 be grateful to be aware of your respective activities on this occasion.

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

Udai S Mehta (usm@cuts.org; +91-9829285926)

Sidharth Narayan (sid@cuts.org; +91-9810064675)/ **Swasti Gupta** (swg@cuts.org; +91-9671636299)