ESCWA  Supporting the 2030 Agenda: Enforcing Competition Policy in the Arab Region

Enforcing Competition Policy in the Arab Region.

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1. Introduction
2. Regulatory bodies and competition.
4. (Case Study)
5. Public awareness.
6. Competition agencies and policy makers.
7. Competition authorities and academics.
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Introduction

- The Competition Directorate.
- The Competition Law number 33 for the year 2004.
- Competition Directorate tasks.
Regulatory bodies and competition.

- Scope of the Competition Law.

- Spreading competition culture, should not be limited to merchants and consumers only, it should be expand to target everyone who has a role in competition policy enforcement.

- Methods to strengthen the relationship between competition agencies and entrusted governmental authorities.
Judicial proceeding and Competition

- Judicial Council was addressed to nominate the judges and prosecutors who would try the suits related to anticompetitive practices.

- In 2015, competition directorate conduct training to more than 120 judges in corporation with Judicial Institute coordinated by International Development Law Organization (IDLO) and supported by European Bank for Reconstruction and Development (EBRD) this training cover the most aspects of competition law and policy.
Judicial proceeding and Competition

(Case Study)

A complaint of the commercial Broadcasting related to the World Cup
(Competition Directorate Annual Report 2007).

Competition Directorate Annual Report 2007 P 43.
Public awareness

- Launching comprehensive advertising campaigns through various media including television, local radio stations, newspapers, magazines, billboards, and SMS.

- Preparing and distributing prints in Arabic and English annual reports of the Directorate, contain summaries about all files that been handled by the directorate and in sometimes contain details about the complaints or investigations of practices that may contravene competition.

- Participating in visual and audio programs to talk about the competition law and policy to clarify some issues regarding competition.

- Publishing news releases in local newspapers about the Directorate’s activities and important issues.

- Article (12/b) of Competition law No (33) for the year 2004 said "The Minister shall present to the Council of Ministers an annual report on the state of competition."
2. ENFORCEMENT

Between 2009-2011 competition directorate launched a well-funded awareness campaigns included through various media including television, local radio stations, newspapers, magazines, billboards, and SMS, the impact of these campaigns was very clear on the number of complaints the directorate dealt with during these years, compared to the complaints number after they stop those campaigns, the number of complaints drops down from 24 in 2011 to 17 in 2012 and 11 in 2013 and 2014 and 7 in 2015.

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Complaints number from 2003-2014
1. Clarify the important role of the Competition policy.

2. Support and publish academics studies.

3. Show competition agencies practical efforts and challenges, focusing on positive impact that competition agencies would have if they get support.
4. ADVOCACY

- Organizing awareness seminars covered most of the governorates of the Kingdom.
- Organizing three national conferences with participation of international and Arab experts.
- Launching comprehensive advertising campaigns through various media including.
  - Publishing the Yearly Competition Report, brochures, flyers.
- Participating in TV and radio programs.
- Publishing news releases in local newspapers about the Directorate’s activities.
What kinds of mechanisms can be established at the national, sub-regional and regional levels to promote exchange of information on responsible business practices, and on the application of laws and policies?

Effective agreements.
Competition authorities and academics

- Support law and economy schools at our universities to adopt and teach legal and economic competition courses at BA and postgraduate studies.

- Holding a specialized workshops for the judges and employees of Legislation Bureau.

- Launching awareness campaigns of competition law and policy.

- Sending awareness SMS of competition law and policy.
How can ESCWA support ??

- Conceptualization is the first step of any project.
- Accurate studies shows us where do we stand at the moment.
- Identify measurable objectives to be achieved with specific time table.
How can ESCWA support ??

- Organize and host workshops for member states to start in order to identify their situation and needs.

- Support Courses for law and economic students clarifying the important role of competition in economy.

- Make a group of experts from member states included but not limited to competition authorities, staff, judges, academies, economic experts to plan the steps needs to be taken in order to achieve objectives and to evaluate the achievements.
Thank you for your attention!