



Communication strategies of Competition Authorities as a Tool for Agency Effectiveness

Intergovernmental Group of Experts on Competition Law and Policy,
Fourteenth Session
Thursday 10th July 2014



The communication Programs

- Media outreach
- Awareness programs to the business community
- Awareness programs to Judicial and governmental authorities
- Academia outreach programs
- Digital Media outreach
- Public awareness programs



Awareness programs to the business community

establishing the concept of Corporate responsibilities towards the competition law

- A series of workshops held with different trade and industrial chambers
- Compliance tool kit



Awareness with the Judicial and government authorities

- Intensive workshops with the economic and administrative courts judges
 - Ensure consistency in the interpretation of the Law.
- Intensive workshops with other regulators and decision makers for advocacy purposes
 - Price Regulation Policies (Ministry of Interior Trade)
 - Policy Tending to preferential treatment for SOEs



Academia outreach programs

- Annual Competition Authority Simulation “CAS”
- Periodical seminars faculties of Law and Economics in various universities
- Introducing the Competition Law and industrial economics Curriculum



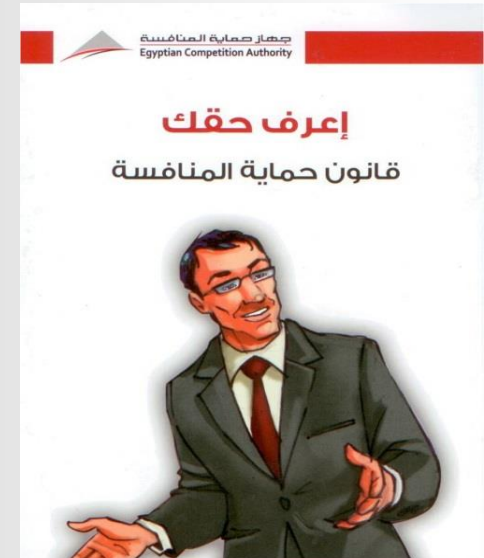
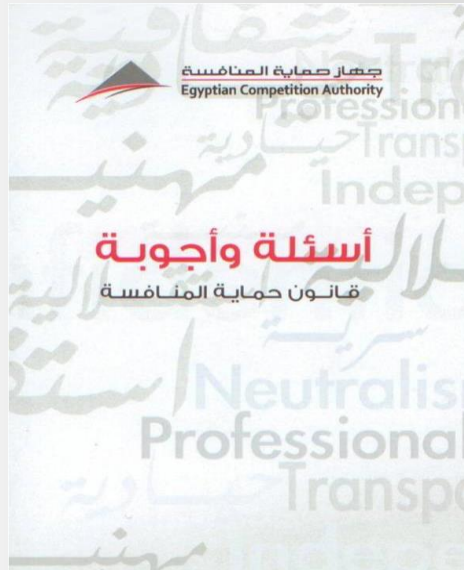
Social Media Program

- Interactive website
- 14000 Followers on Facebook in two years.
- Twitter



Public Awareness Program

The program aims at promoting the basics required for a competition oriented culture in an easy, and informative manner through the first 2 initiations: the Qs and As and the Comic booklets





جهاز حماية المنافسة
Egyptian Competition Authority

Stronger economy for a better life

Thanks

 www.eca.org.eg

 info@eca.org.eg

 <https://www.facebook.com/EgyptianCompetitionAuthorityECA>

 <https://twitter.com/EgyCompetition>

 <http://www.youtube.com/user/EgCompAuthority>

سريّة
Neutralism
Professionalism
حيادية
Transparency
مهنية
Independency
Confidentiality
شفافية
استقلالية