Communication strategies of Competition Authorities as a Tool for Agency Effectiveness

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD
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.
Thanks

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