



Intergovernmental Group of Experts on Competition Law and Policy

14th Session, 8 to 10 July 2014, Geneva, Switzerland

**Round Table on "Communication strategies of competition authorities
as a tool for agency effectiveness"**

**Thursday 10 July 2014 (10:10 - 11:30)
Palais des Nations, Room XVIII (First Floor)**

An effective competition agency may be defined as one that achieves its objectives by using its available resources in the most efficient and appropriate manner. However, a competition agency is only one of the many stakeholders in the competition environment, and all are taking actions to achieve their own aims. The effectiveness of a competition agency is naturally affected by its place in this environment and indeed, its effectiveness may be defined by the manner in which it interacts with and modifies this complex environment. As such, it is clear that a well-developed and comprehensive communication strategy is one of the most powerful tools competition authorities possess to establish, maintain and promote competition culture. Experiences of both mature and young competition agencies indicate that communication strategies, when used effectively, can educate and engage the general public, increase compliance to competition laws, shape policy debates and empower competition authorities. A key element of any communication strategy is the use of media to carry out advocacy activities.

To facilitate this round table discussion, the UNCTAD secretariat note explores communication strategies for competition authorities in the context of media advocacy activities. The importance of advocacy is discussed, both briefly in a wider context and specifically in the case of media activities, with particular attention given to the ways in which media advocacy promotes the competition environment. The note outlines media advocacy strategies across key sectors of the media; press and the print media; TV and radio; and new media. The importance and methods of evaluating media advocacy strategies are also discussed at length. Descriptive and comparative statistics are presented, based on authorities' responses to a questionnaire distributed by the UNCTAD secretariat.

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WORK PROGRAMME

10:10 to 10:15

Introductory presentation by UNCTAD secretariat

10:15 to 10:30

Keynote speech

- Felipe Irrarrázabal from FNE, Chile

10:30 to 10:45

Panel discussion

Panellists

- Mr Ayman Shafei, Egyptian Competition Authority
- Ms María Pilar Canedo Arrillaga, Basque Competition Authority
- Mr. Larry Bryenton, Canadian Competition Bureau

10:45 to 11:30

Interactive debate

Including contributions by:

Brazil, Colombia, Denmark, Indonesia, Malaysia, Mauritius, Norway, PNG, Russia, Spain, USA, Zambia

Questions raised by the secretariat background note for further discussion on the topic:

- How should young competition agencies develop media advocacy strategies? Should criteria be established to prioritize sectors of interest when allocating resources?
- What lessons can late adopters of competition law learn from countries with established competition cultures? What should the adaptation process take into account?
- What capacity building assistance should be given stakeholders for effective media advocacy? What would be the best modalities of international cooperation in advocacy in general and with respect to media in particular?
- Where media and political freedom is an issue, how should competition advocacy be handled?

Delegates wishing to speak during the session are invited to inform the UNCTAD secretariat accordingly by contacting Graham Mott (graham.mott@unctad.org).