

**Twenty-Second Intergovernmental Group of Experts on  
Competition Law and Policy  
Room XIX, Palais des Nations, Geneva  
3-5 July 2024**

**Competition Policy, Consumer Rights, Anti-Dumping Measures**

**Presentation**

*Mr. Irakli Lekvinadze*

*Chairman*

*Georgian Competition and Consumer Agency (GCCA)*

***This material has been reproduced in the language and form as it was provided. The views expressed are those of the author and do not necessarily reflect the views of UN Trade and Development.***

GENEVA 3-5 JULY 2024

# 10 YEARS



Georgian Competition  
and Consumer  
Agency

**IRAKLI LEKVINADZE**  
CHAIRMAN  
GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA)

COMPETITION  
POLICY

CONSUMER  
RIGHTS

ANTI-DUMPING  
MEASURES



2014

GEORGIAN COMPETITION AND CONSUMER AGENCY (GCCA) WAS ESTABLISHED

AMENDMENTS TO THE "LAW ON COMPETITION" HAVE BEEN INTRODUCED

2020

2021

THE LAW ON "ANTI-DUMPING MEASURES IN TRADE" ENTERED INTO FORCE

THE LAW ON "THE PROTECTION OF CONSUMER RIGHTS" ENTERED INTO FORCE

2022

2024

THE LAW ON "ELECTRONIC COMMERCE" ENTERED INTO FORCE

FROM 2024 THE AGENCY WAS RENAMED THE  
**GEORGIAN COMPETITION AND CONSUMER AGENCY**



2022 → 2024

COMPLIANCE WITH EU LEGISLATION

61%

75%

COMPETITION LEGISLATION

70%

85%

CONSUMER PROTECTION LEGISLATION



# RESTRICTIVE AGREEMENTS, DECISIONS AND CONCERTED PRACTICES – CARTEL AGREEMENTS

GENEVA • 3-5 JULY • 2024



## CASE OF PHARMACEUTICAL COMPANIES •2023•

COMPLETED 20 INVESTIGATIONS  
2020-2024

● 4 COMPANIES HAD AGREED ON PRICES FOR ONCOLOGY MEDICINES UNDER THE STATE FUNDING PROGRAM, RESULTING IN PRICE FIXING

DISTORTION OF  
COMPETITION BY STATE  
AUTHORITIES

03

● BETWEEN 2021-2023, GCCA IDENTIFIED 42 MEDICINES IN 88 CASE WHERE IDENTICAL PRICE FORMATION HAD TAKEN PLACE BY THE COMPANIES

UNFAIR  
COMPETITION

08

● THE PRICES SUBMITTED BY THE COMPANIES ON THE CLOSED PORTAL OF THE MINISTRY WERE FOUND TO COINCIDE WITH AN ACCURACY OF 1 CENTS

ABUSE OF DOMINANT  
POSITION

05

● THE COMPANIES WERE FINED UP TO \$20 MLN. IN TOTAL

RESTRICTIVE  
AGREEMENTS

04



## MOTOR FUEL CASE • 2023•

THE CASE CONCERNS THE MAINTENANCE OF HIGH PRICES IN THE RETAIL MARKET OF MOTOR FUEL IN THE PERIOD OF MARCH-AUGUST 2022

THE COMPANIES, WHICH OWNED FUELS OF DIFFERENT ORIGINS AND COSTS, PARTICIPATED IN PARALLEL ACTIONS IN THE RETAIL MARKET AND MAINTAINED HIGH PRICES

ADDITIONALLY, EVIDENCE SHOWED THAT THERE WAS REGULAR COMMUNICATION BETWEEN THE COMPANIES

AS A RESULT, THE 5 COMPANIES RECEIVED A TOTAL PENALTY OF \$1.5 MLN.

COMPLETED 20 INVESTIGATIONS  
2020-2024

DISTORTION OF  
COMPETITION BY STATE  
AUTHORITIES

03

UNFAIR  
COMPETITION

08

ABUSE OF DOMINANT  
POSITION

05

RESTRICTIVE  
AGREEMENTS

04



## CASE OF ONLINE CINEMA TICKETS • 2023 •

● COMPLAINT OF ONE UNDERTAKING CONCERNED LIMITING MARKET WITH EXCLUSIVE AGREEMENTS AND IMPOSING DISSIMILAR CONDITIONS TO EQUIVALENT TRANSACTIONS

● AGREEMENT CONCLUDED BETWEEN 2 UNDERTAKINGS CONTAINED “EXCLUSIVE DISTRIBUTION” CLAUSES ON THE MARKET OF ONLINE SALE OF CINEMA TICKETS IN ORDER TO ELIMINATE AND DISTORT COMPETITION ON THE RELEVANT MARKET

● GCCA MADE USE OF INTERIM MEASURE AND WITH THE CONSENT OF THE COURT THE PARTIES WERE ORDERED TO STOP THEIR ANTI-COMPETITIVE BEHAVIOR TILL THE FINAL DECISION

● THE 3 COMPANIES WERE FINED A TOTAL OF \$640,000

COMPLETED 20 INVESTIGATIONS  
2020-2024

DISTORTION OF  
COMPETITION BY STATE  
AUTHORITIES

03

UNFAIR  
COMPETITION

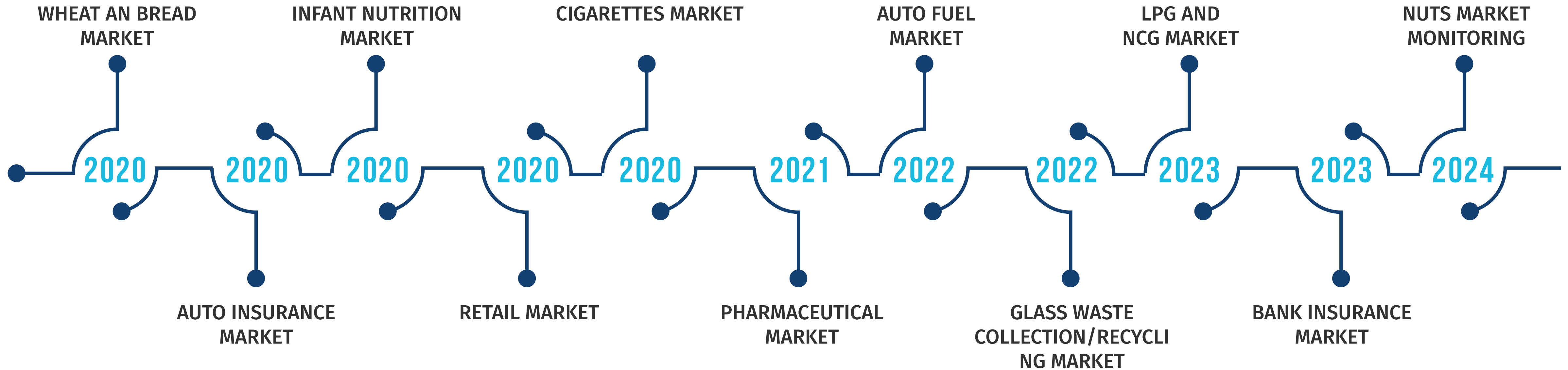
08

ABUSE OF DOMINANT  
POSITION

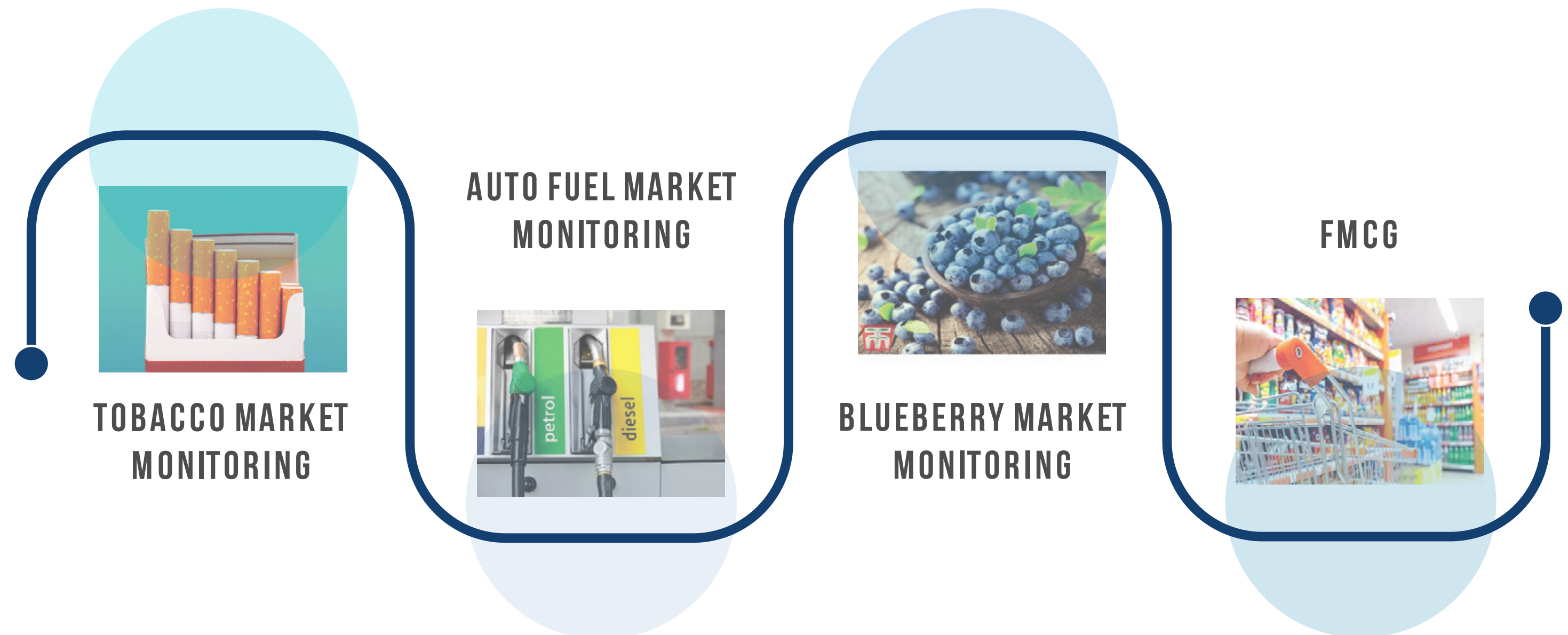
05

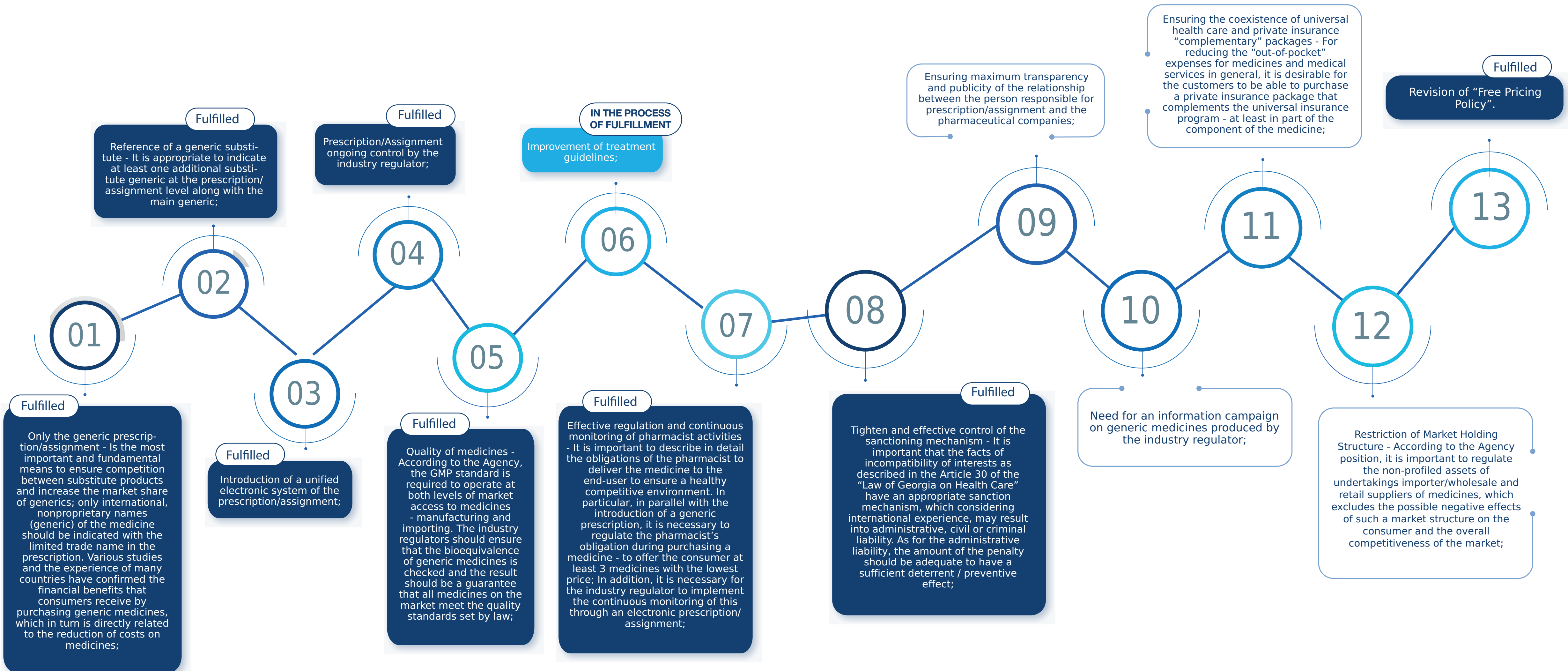
RESTRICTIVE  
AGREEMENTS

04



**ONGOING**



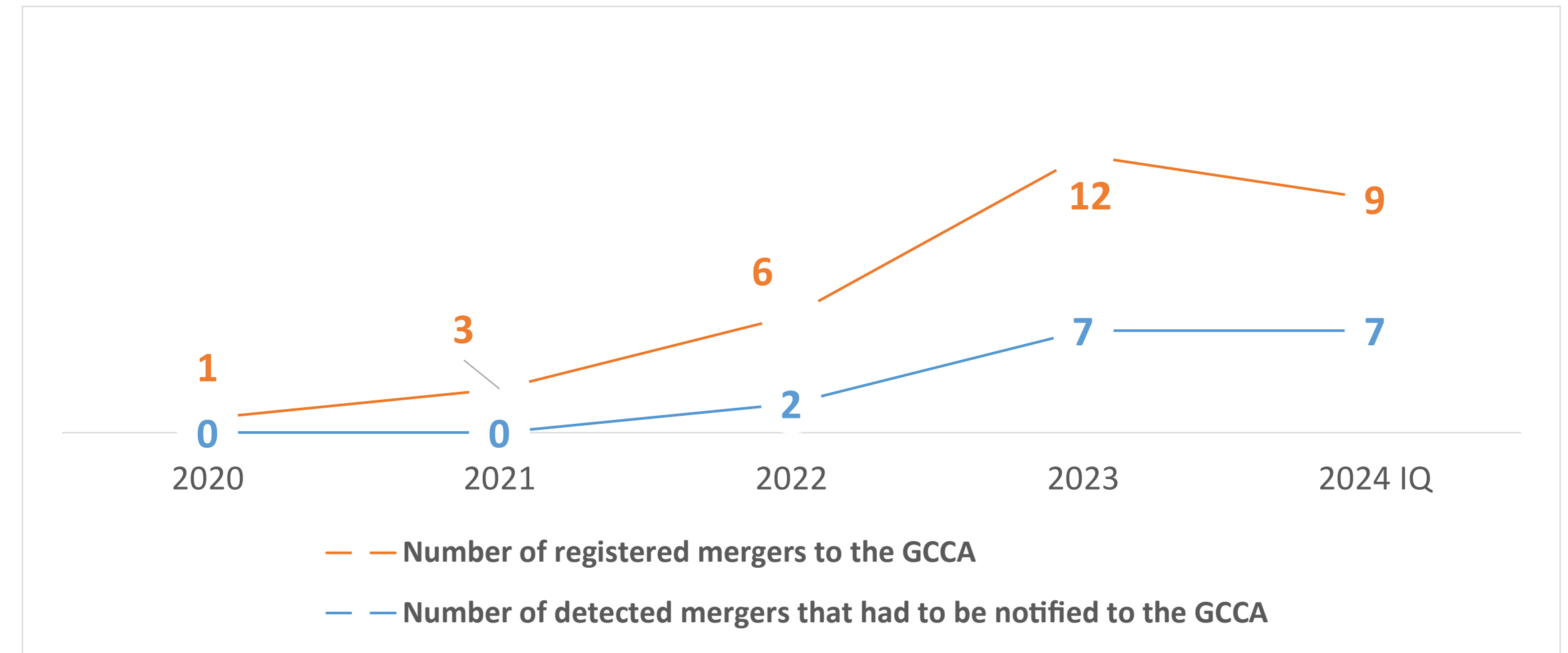
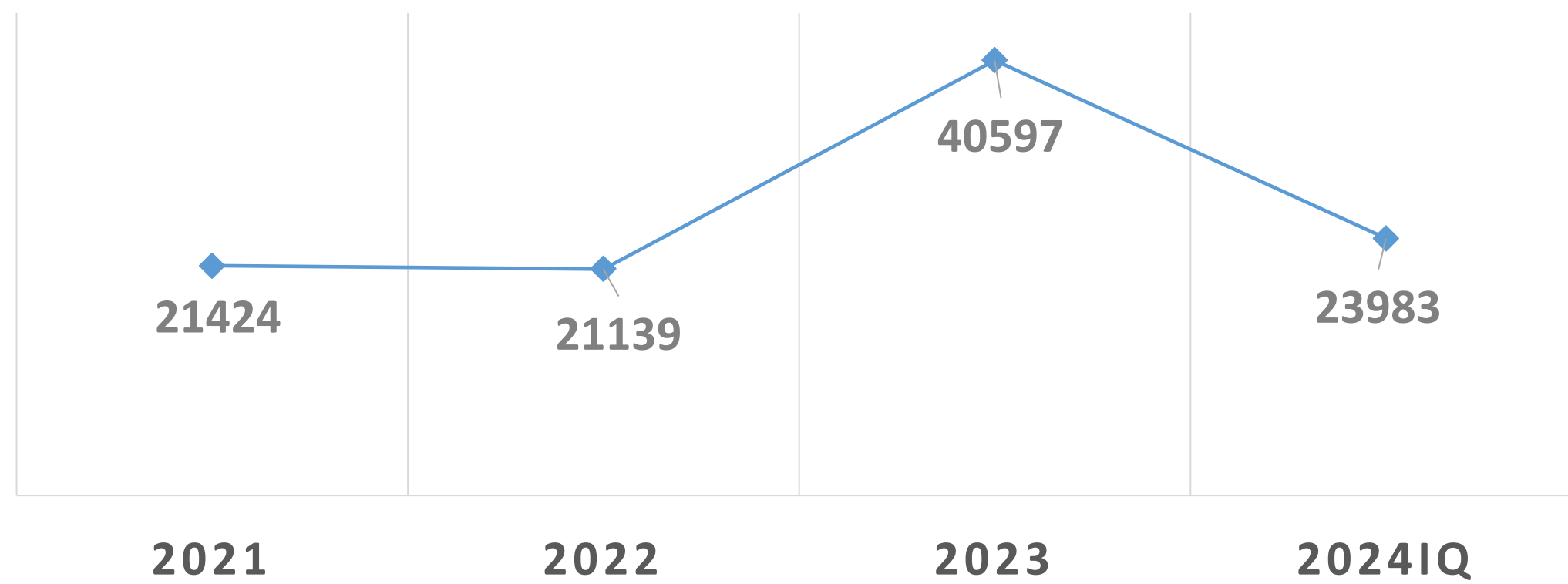




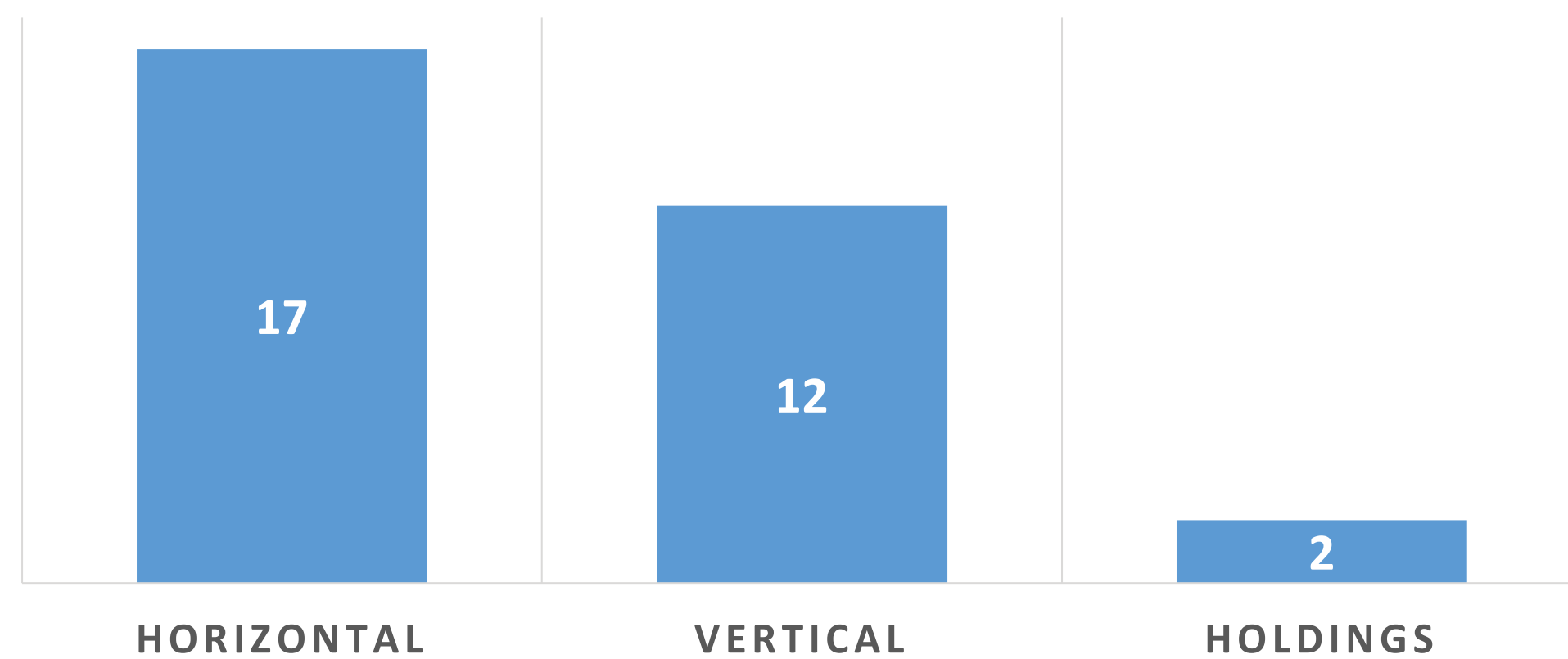


## FROM 2020 TO 2024 - 31 CONCENTRATIONS IN VARIOUS SECTORS APPROVED, 16 GUN-JUMPING CASES DISCOVERED

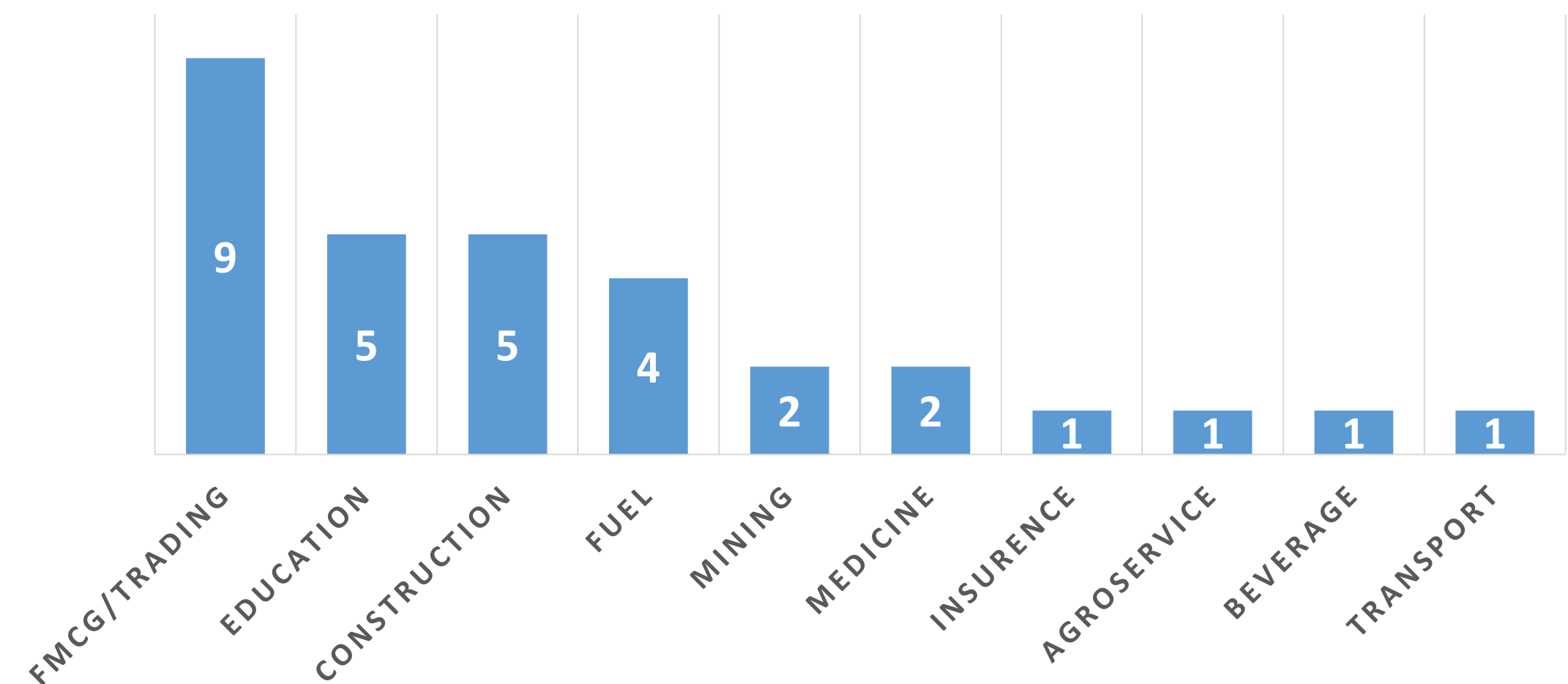
### NUMBER OF INSPECTED MERGERS



### MERGERS BY TYPE



### MERGERS BY BUSINESS SECTORS



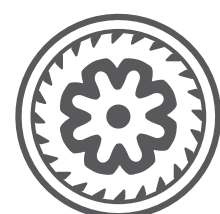


Georgian Competition  
and Consumer  
Agency

GENEVA • 3-5 JULY • 2024

# COMPETITION AND CONSUMER PROTECTION III INTERNATIONAL CONFERENCE

TBILISI • GEORGIA



საქართველოს ეროვნული ბანკი  
National Bank of Georgia



Georgian Competition  
and Consumer  
Agency



INSURANCE STATE  
SUPERVISION SERVICE OF  
GEORGIA



Communications  
Commission

**10**  
**YEARS**



Georgian Competition  
and Consumer  
Agency

**THANK YOU FOR  
ATTENTION**