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**Maximizing Synergies Between  
Competition and Consumer Protection Policies**

**Presentation**

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# Maximizing synergies between competition and consumer protection policies

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By: James Mutisya

"A Kenyan economy with globally efficient markets and enhanced consumer welfare for shared Prosperity"



## Institutional and resource constraints

# Institutional Constraints



## ► Weak Legal and Regulatory Frameworks

- **Outdated or Incomplete Laws:** Outdated or fragmented laws, failing to sufficiently address contemporary economic challenges, such as e-commerce, digital markets, and emerging technologies
- **Poor Enforcement:** Inadequate enforcement due to limited resources, corruption, or a lack of political will
- **Lack of Independence:** Lack of independence from political interference
- **Overlapping Functions and Lack of Coordination:** Overlapping roles and concurrent jurisdictions resulting in fragmented efforts and policy inconsistencies

"A Kenyan economy with globally efficient markets and enhanced consumer welfare for shared Prosperity"



ISO 9001:2015 CERTIFIED

# Institutional Constraints



## ▶ Limited Institutional Capacity

- Underfunded and Understaffed Agencies
- Lack of Specialized Skills
- Inefficient Judicial Systems

## ▶ Underdeveloped Markets and Informal markets

- High Market Concentration
- Prevalence of Informal Markets

Vision: "A Kenyan economy with globally efficient markets and enhanced consumer welfare for shared Prosperity"



# Resource Constraints



## ► Financial Limitations

- Insufficient Budgets

## ► Limited Consumer Awareness and Empowerment

- Inadequate Consumer Education
- Weak Consumer Movements

Vision: "A Kenyan economy with globally efficient markets and enhanced consumer welfare for shared Prosperity"





# Strengthening Frameworks to improve consumer coherence

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# Measures to Address Consumer Vulnerability

- What is consumer vulnerability?
- Drivers of consumer vulnerability
- **Proactive measures:** Implement measures that prevent harm rather than solely relying on remedies after harm has occurred. This includes designing products and services with vulnerability in mind ("fairness by design")
- **Cross-sectoral collaboration:** Promote strong collaboration and information sharing among different regulatory bodies



# Measures to Address Consumer Vulnerability

- **International Cooperation:** In increasingly globalized markets, especially digital ones, international coordination is vital to ensure consistent consumer protection and prevent regulatory loopholes
- **Consumer empowerment, awareness and education programmes:** Sensitize consumers on their rights, the benefits of competition, and how to seek redress when their rights are violated

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