



# BRIEF

Category E: Socioeconomic poster



# 15° International Poster Biennial in Mexico

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*Economic competition benefits us all*

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Economic competition is the endeavour performed by two or more people, commerce or business to earn the preference of more consumers by offering them more options of products and services at better prices. Competition between companies increases the welfare of consumers and encourages companies in the market to innovate and be more productive, also it promotes the entrepreneurship of brand new and more efficient enterprises.

The **Federal Economic Competition Commission** (COFECE) is the Mexican anti-trust commission charged with supervising, promoting, and guaranteeing free access and competition in the markets. Our mission is that, in distinct markets, exists the conditions for people to venture and compete.

TOPIC:

## Equality of conditions in the playing field of entrepreneurship and competition

***Competition** balances the playing field in which existing companies offer their goods and products and clears the way for the creation of new enterprises.*

If a competitive environment exists, the success of each company is determined by their ability to capture the preference of consumers by the means of offering them more and better alternatives, that means higher quality and wider variety of products at cheaper prices. That is why, when companies have to compete, they strive permanently to keep their clients satisfied, and in order to achieve the aforementioned they have to invest, innovate and reinvent themselves.

When there is no competition in the markets, everybody loses, consumers pay more for less, companies pay higher cost for their inputs and thus become less productive and stop growing, also, new enterprises stop arising. In short, the whole country misses development opportunities. For that reason, when companies cease competing between each other, making arrangements with their competitors to rise the prices, or when they take advantage of their size to displace or impede the entrance of potential competitors, the playing field is unbalanced in favour of them and everyone else loses. In other cases, companies don't cease to compete intentionally but due to legal regulations that prevent, for example, the entrance of new enterprises.

**The participant posters must communicate what obstacles and constraints can inhibit economic competition and entrepreneurship; what contexts or situations promote competition between companies, producing equality of conditions and opportunities to earn the preference of consumers, encouraging companies to innovate, improve and venture into new business models in the markets, increasing social welfare and economic growth.**

### Further information:

- [Together for a culture of competition](#)
- [International Competition Network](#)

### Take part

Get the competition rules at [www.bienalcartel.org](http://www.bienalcartel.org)

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