

David Lamb de Valdés is appointed COFECE's Head of Planning, Institutional Relations and International Affairs Unit

- *Since 2014, David Lamb de Valdés has been in charge of competition advocacy, and the dissemination and development of a competition culture, as well as the COFECE awards for visual communication, essays and research.*

Mexico City, October 1, 2018.- Chairwoman Alejandra Palacios Prieto, of the Federal Economic Competition Commission's (COFECE or Commission), in the exercise of her powers, appointed David Lamb de Valdés as Head of the Planning, Institutional Relations and International Affairs Unit (UPVAI) to replace César Hernández Ochoa.

David Lamb takes office today holding a bachelor's degree in Economics from the *Instituto Tecnológico Autónomo de México* (Autonomous Technological Institute of Mexico or ITAM) and a master's in Public Policy and Administration from the *London School of Economics*. From 2014 and until yesterday, he served as COFECE's General Director of Competition Advocacy. During his tenure he implemented diverse projects to promote the development of competition culture within Mexico, including COFECE's awards for visual communication, essay, research, and the most absurd regulatory barrier to competition and entrepreneurship. Previously, at the Ministry of Economy, he was the Head of Government Procurement, Director of Agribusiness Quotas and Advisor of the Under secretariat of Industry and Commerce.

As head of the UPVAI, David Lamb is entrusted with the planning, evaluation, national and international affairs agenda, as well as competition advocacy.

COFECE's chairwoman appreciated César Hernández' work as head of the Planning, Institutional Relations and International Affairs Unit.

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MORE COMPETITION FOR A STRONGER MEXICO

The Federal Economic Competition Commission is entrusted with safeguarding competition and free market access. Through this, it contributes to consumer welfare and the efficient functioning of the markets. Through its work, it seeks better conditions for consumers, greater output and better services and a "level playing field" for companies.