

COFECE appoints José Nery Pérez Trujillo as Head of the Planning, Liaison and International Affairs Unit

- The new head of the UPVAI has 20 years of professional experience in competition and regulation, market analysis, planning and evaluation.

Mexico City, January 03, 2022.- The Acting Chair Commissioner due to a vacancy, Brenda Hernández Ramírez, within the scope of her attributions, appointed José Nery Pérez Trujillo as new Head of the Planning, Liaison and International Affairs Unit (UPVAI), who takes office as of this year.

José Nery Pérez is an economist by the Instituto Tecnológico de Estudios Superiores de Monterrey (Tec de Monterrey) and M.A. in Public Policy by the University of Chicago. He has 20 years of professional experience on matters of competition and regulation, market analysis, planning and evaluation.

The new head of the UPVAI joined the extinct Federal Competition Commission (CFC) in 2012 as Assistant Director General of Planning, Evaluation and afterwards he was appointed Director General of the same area, position he held until last December 31.

In addition, he teaches at the Instituto Tecnológico Autónomo de México and at the Tec de Monterrey. Among his publications are *Reforma en materia de competencia económica* [*Reform on matters of economic competition*], co-authored with Alejandra Palacios, as well as *Estudio introductorio sobre la evolución del poder de mercado y su impacto en el bienestar* [*Introductory study on the evolution of market power and its impact on welfare*].

In this new assignment he will be in charge of the planning and evaluation agenda, of the Commission's national and international liaison, as well as of the advocacy and outreach of competition culture.

The current head of the UPVAI substitutes David Lamb de Valdés, to whom the Commissioners and COFECE's team thank for the commitment and work he proved at the helm of his duties. Likewise we wish José Nery Pérez success in his new position.

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A BETTER MEXICO IS EVERYONE'S COMPETENCE

The Mexican Federal Economic Competition Commission is responsible for ensuring competition and free market access. In this way, it contributes to the people's welfare and the efficient functioning of the markets. Through its work, it seeks better conditions for consumers, that more services are offered with higher quality and that there is "level playing field" for companies.