

Cofece Launches Joint Initiative with Partners from the United States and Canada within the framework of the 2026 FIFA World Cup

Mexico City, September 22, 2023.- The Federal Economic Competition Commission (COFECE) announced today, alongside its partners from the US Department of Justice Antitrust Division and Canada's Competition Bureau, the launch of a joint initiative to deter, detect and prosecute possible anti-competitive conduct by businesses and individuals involved in the provision of goods and services related to the 2026 FIFA World Cup. The 2026 FIFA World Cup matches will be jointly hosted in the United States, Mexico, and Canada, across 11 cities in the U.S., 3 cities in Mexico, and 2 cities in Canada.

“As an authority, we have set out to make the benefits of competition tangible for the population. For Mexico, competition in soccer means passion and enjoyment. Just as in the World Cup, for competition to happen in the economic markets, a level playing field for all those interested in offering their goods and services should be guaranteed. Today we announce a historic collaboration to promote the inclusive benefits of economic and sports competition” remarked Andrea Marván, COFECE's Chairwoman. “In this regard, COFECE will be as vigilant as ever to guarantee that the economic benefits derived from this event are not affected by anti-competitive conducts that could harm both local and international fans. We will work alongside the US and Canadian Antitrust Agencies to ensure that, no matter where all markets are working in a competitive and efficient way during this historic event”, she emphasized.

“This historic event will bring billions of dollars in economic activity to cities across the United States, Mexico, and Canada,” said Assistant Attorney General Jonathan Kanter of the Justice Department's Antitrust Division. “The Antitrust Division will be vigilant in detecting anticompetitive conduct by any businesses and individuals that exploit the economic opportunities created by the games. We look forward to working with our international partners on this effort.”

“Strong cooperation among law enforcers and partner organizations is key to ensuring that illegal conduct is investigated, and that appropriate action is taken” stated Matthew Boswell, Competition Bureau's Commissioner of Competition. “The Competition Bureau will do everything in its power to pursue those who seek to unjustly profit from the World Cup.”

The World Cup is expected to generate benefits across a wide range of sectors in the economy, including the construction, entertainment, and tourism industries. Cofece will actively participate in the framework of the World Cup by promoting economic competition policy, continuously monitoring markets, and investigating and sanctioning possible anti-competitive behavior such as price or wage fixing, bid rigging, segmenting markets, or any conduct aimed at displacing or preventing other companies from accessing markets.

The Commission invites anyone who is aware of possible anticompetitive practices to file a complaint or submit a report anonymously; more information is available at <https://www.cofece.mx/autoridad-investigadora/denuncia-o-reporta-practicas-anticompetitivas/>; or by sending an email to promocioncompetencia@cofece.mx.

COFECE is committed to working closely with the public, the business community, and our international peers to ensure that the 2026 FIFA World Cup is held under competitive conditions.

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MORE COMPETITION FOR A STRONGER MEXICO

The Federal Economic Competition Commission safeguards competition and free market access. Through its work, it seeks better conditions for consumers, that more services are supplied with higher quality and that there is a “level-playing-field” for companies.