

## Cofece and Jalisco promote economic competition policy in the state

- *Within the framework of the collaboration agreement between Cofece and the Government of the State of Jalisco, signed on June 29, 2023, three competition work tours have been made to the entity in which several public officials of the Commission have participated.*
- *The meetings and working sessions have allowed to draw lines of action to promote the new phase of competition policy and fulfill the agreement's objective.*

**México City, March 6, 2024.** As a result of the collaboration agreement between the Federal Economic Competition Commission (Cofece or Commission) and the state of Jalisco, which promotes a new phase of competition policy in the state for the benefit of its population and productive activity, various activities with the public, academic and private sectors of the state have been carried out.

In the public sector, through a series of working meetings with representatives of Jalisco's economic development cabinet, strategic lines of actions were jointly defined aimed at implementing best practices and training to align regulatory efforts and public policies to promote a business environment in which there is competition on equal terms, which stimulates innovation.

In addition, the Commission participated in the Open Parliament on Government Procurement and in working groups to discuss real estate agent certifications established in the Law for the Registration and Accreditation of Real Estate Service Providers of the State of Jalisco. Likewise, an opinion (in Spanish) was issued regarding the draft Regulation of the Law that establishes the Registration and Accreditation of Real Estate Service Providers, at the request of the Government of the State of Jalisco. In addition, Commissioner Ana María Reséndiz gave a presentation on "A new competition policy, as part of the forum Integrity, a Pillar for Growth and Development: proactive and preventive success stories for the control of corruption".

Regarding collaboration with the academic sector, a Framework Collaboration Agreement was signed with the Rector of the University of Guadalajara, which outlines a cooperation route to raise awareness of the importance of economic competition policy and free market access among the younger generations. In addition, Chairwoman Andrea Marván gave a master conference on the "Evolution and Challenges of Competition Policy in Mexico" at the Centro Universitario de Ciencias Económicas Administrativas of the University of Guadalajara.

Within the framework of Jalisco's *Tech Hub Act* initiative, Cofece held a session with the private sector on economic competition in digital markets for entrepreneurs and medium and small enterprises, in which the challenges of competition policy in digital markets were presented and various inquiries from the business community were addressed. In addition, awareness talks were given to small and medium-sized entrepreneurs on the importance of compliance programs framed within the Federal Economic Competition Law.

In summary, these activities, meetings, and working sessions held under the framework of the collaboration agreement have allowed to define specific and clear lines of action to comply with the objective of promoting the new phase of competition policy to generate tangible benefits for the population and the business fabric of the state. The Commission, within the scope of its powers, will continue coordinating efforts with relevant actors to strengthen and improve competition conditions at the local level to create a more competitive, fair, and dynamic business environment that boosts economic growth and the welfare of the population of Jalisco.

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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.*