

Cofece participates in the presentation of the "Artificial Intelligence Panorama in Mexico: towards a National Strategy and the relevance of the Sandbox" report

- *Cofece aims to contribute to the discussion and analysis of the importance of new technologies such as Artificial Intelligence (AI).*
- *Collaboration between regulators in the field must continue and expand to achieve a comprehensive exercise and mutual understanding of the regulatory challenges of Artificial Intelligence.*

México City, March 8, 2024. The Federal Economic Competition Commission (Cofece or Commission) hosted the presentation of the report "*Artificial Intelligence Panorama in Mexico: towards a National Strategy and the Relevance of the Sandbox*" ("Panorama de la Inteligencia Artificial en México: hacia una estrategia nacional y la relevancia del Sandbox", in Spanish) prepared by the Mexican Academy of Cybersecurity and Digital Law and funded by the British Embassy in Mexico. This report aims at offering strategic recommendations that will serve as a basis for the development of a National AI Strategy.

Cofece's Chair, Andrea Marván Saltiel, stated that, as part of the new phase of competition policy, the Commission contributes to the discussion and analysis of the importance of new technologies such as AI in innovation, economic growth and the generation of new products and services for Mexicans.

She also stressed the importance of having the collaboration of different regulators in the field and called on public, private, and civil society actors to continue building consensus to reach comprehensive, flexible, and innovative regulatory solutions, while protecting people's rights in the face of exponential technological change.

The presentation was attended by the Chair of Cofece, Andrea Marván; Senators Alejandra Lagunes and Gustavo Madero; the Chair of the Federal Telecommunications Institute, Javier Juárez; the Chair of the National Institute of Transparency, Access to Information and Protection of Personal Data, Adrián Alcalá; the Prosperity Councillor of the British Embassy in Mexico, Martin Johnston; Cofece's Commissioner, Rodrigo Alcázar, and the authors of the report, Sissi de la Peña Mendoza and Ernesto Ibarra Sánchez.

Cofece will continue working in coordination with all decision makers involved so that, through agile regulatory solutions that promote competition, new technologies such as Artificial Intelligence become an engine for development, innovation, and economic inclusion in Mexico.

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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.