

## Cofece is awarded by the World Bank and the International Competition Network for promoting the culture of competition

- *The Commission was recognized for its book "Competition Policy in Mexico: Retrospective, Balances, and Challenges" for the way it communicates achievements and challenges of this public policy.*

**Mexico City, May 21, 2024.** The Federal Economic Competition Commission (Cofece or Commission) was awarded for the publication of its book "Competition Policy in Mexico: Retrospective, Balances, and Challenges", in the category "Raising awareness on competition by communicating on impact and results" of the 2024 Competition Advocacy Contest, convened by the World Bank and the International Competition Network.

With this contest, both international institutions recognize success stories of competition agencies, public organizations, or civil society that demonstrate tangible results in promoting the scope of their legal powers.

It is worth remembering that the book reviews the 30 years of competition policy in Mexico and the lessons from the most relevant cases, as well as the challenges of transitioning to a new phase of competition policy to build a more fair and inclusive economy.

The book provides evidence of the impact of Cofece's actions on improving the welfare of the country's inhabitants and highlights the importance of:

- Strengthen its powers and tools to fight against anticompetitive practices in the country.
- Collaborate with other institutions and levels of government, as well as with the private sector and civil society to achieve better results for the benefit of society.

The organizers stressed the importance of communication to promote effective competition and to show the population the tangible benefits of this policy.

Cofece, as part of the new phase of economic competition policy, reaffirms its commitment to continue promoting competition and free market access in priority sectors for the population.

[Read the document: "La política de competencia económica en México: Retrospectiva, balances y retos" \(in Spanish\)](#)

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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.*