

## Cofece, the United States and Canada work to protect consumers during the 2026 World Cup

- *Cofece, the Antitrust Division of the US Department of Justice and the Canadian Competition Bureau launched a joint initiative for the 2026 FIFA World Cup.*

**Mexico City, October 04, 2024.** Today, officials from the Federal Economic Competition Commission (Cofece), the Antitrust Division of the U.S. Department of Justice, and the Canadian Competition Bureau held a workshop for officials from the Ministries of Economy and Foreign Affairs, the National Anti-Corruption System, local governments of the host cities and World Cup organizers on how to prevent, identify and report collusive practices that may harm consumers during the 2026 World Cup.

This workshop is the first of several training sessions that will be held to prevent companies from engaging in anticompetitive conducts such as price manipulation or illegal market sharing in the framework of the 2026 FIFA World Cup to be held in Mexico, the United States and Canada. This is also the second work meeting between the three competition authorities, after having met in June during the forum “Actions for the protection of sports in Latin America and the Caribbean” organized by the United Nations Office on Drugs and Crime.

Participating on behalf of Cofece were the head of the Investigative Authority, José Manuel Haro; the general director of Competition Advocacy, Elvia Villarreal, and the general director of Market Intelligence, Carlos García Cueva. In their remarks, they shared the efforts that Cofece has carried out within the framework of the joint initiative and the mechanisms for exchanging information based on international best practices; they also explained the serious harm that these conducts cause to society, particularly considering the great economic impact that the World Cup will have in Mexico.

As in soccer, competition in the markets must guarantee a level playing field for all companies that want to offer their goods and services. As part of a new phase of competition policy, Cofece reaffirms its spirit of collaboration with international, national and state authorities for the benefit of Mexicans.

[Report on anticompetitive practices: 2026 FIFA World Cup \(in Spanish\)](#)

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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.*