

**ICN Cartel Group
SG1 Teleseminars**

Promoting compliance programs for cartel deterrence

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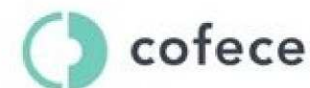
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I. Context

Evolution of competition policy in Mexico



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II. Constitutional Reform and Enactment of New Competition Law

Constitutional and Legal Amendments

Constitutional Amendment

- New incremental powers
- Separation between investigative authority and authority who conducts trial-like procedure
- Specialized courts

Enactment of New Competition Law

- Investigative authority is independent in its functioning and organization
- Increase of penalties and sanctions
- Strengthening of investigative powers
- Increase of penalties and new sanctions
- Issuance of guidelines

Compliance strategy...



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- COFECE has undertaken a strong advocacy campaign since the Amendments.
- The strategy includes a series of actions to promote compliance and competition culture.

**...However this is not
an easy task considering...**

Competition policy is new

New
Agency

Small
Agency

III. COFECE's strategy to promote compliance and competition culture

Actions to promote compliance



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Guidelines

- Investigative Guidelines
- Leniency Guidelines
- Information Exchange Guidelines

Talks and Training sessions

- Public Sector
- Private Sector

Materials

- Competition Tools
- Small companies
- Recommendations to private sector
- Leniency and cartel video

Relationship with Bar Associations

Actions to promote competition culture

Events

- Competition day
- Encounter with N.A. Competition Authorities
- Bar association events

Awards

- Competition Journalism
- Academic Essay on Competition

Media campaign

- Radio spots of cartels and leniency

Cooperation with other agencies

- IRS
- Social Security Institutes
- Ministry of Defense
- Ministry of Economy

IV. Elements to generate compliance and deterrence

Promoting compliance is important but...



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- Deterrence will only be accomplished if the agency makes use of the tools and powers granted
 - ie. Conduct searches, impose sanctions, make use of tools, etc.
- Agency has to be recognized as a respectable institution which follows best international practices.

