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CCP conducts advocacy session at Faisalabad Chamber

ISLAMABAD: The Competition Commission of Pakistan (CCP) conducted an advocacy session at the Faisalabad Chamber of Commerce & Industry (FCCI) on Thursday in which the business community was briefed on the key provisions and mandate of the Competition Law and the significance of its effective implementation for the business growth, consumer protection and economic progress of the country.

The advocacy session was addressed by Dr Shahzad Ansar, Member CCP Office of Fair Trade and Advocacy, and Ikram Ul Haque Qureshi, Member Legal, Cartels & Trade Abuse, CCP, while attended by FCCI President Engineer Rizwan Ashraf, Senior Vice President Nadeem Iqbal Allahwala and FCCI Members in large number.

Dr. Shahzad Ansar, gave an overview of the Office of Fair Trade and what constituted deceptive marketing practices under the Act. He urged businesses to avoid distributing false or misleading information and making unsubstantiated claims such as "No.1 in Pakistan" or "100% pure" etc. He said that recently CCP had fined a paint company over an advertisement campaign where it made the claim of "No. 1 in Paints" without any factual justification to prove the claim.

Ikram Qureshi gave a detailed presentation on the overview of the Competition Act, 2010 and the enforcement powers of CCP. He said that under the Act, CCP was empowered to take action against anti-competitive practices such as cartels, abuse of dominant position and deceptive marketing practices. The CCP also reviewed mergers and acquisitions that were likely to distort competition in the market.

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To a question, Qureshi said that CCP was accessible to all, particularly the business community and it was its responsibility to address their grievances pertaining to competition. He informed the businessmen that CCP had recently started a number of inquiries against undertakings violating the Competition Law.

Qureshi also briefed the participants on the powers of CCP to enter and search any premises, if it was deemed necessary for an investigation. He gave instances of CCP's actions against cartels in sectors such as sugar, cement, jute, vanaspati ghee and more recently against automotive dealers. He also discussed the investigation procedure and how CCP dealt with complaints assuring the audience that due process was followed by the Commission.

President of FCCI Rizwan Ashraf urged the business community to strengthen the hands of CCP for an effective enforcement of the Competition Law. He said that the Competition Law was there to protect the business community from exploitation and rather created a business environment based on fair competitive practices. He appreciated CCP's friendly approach towards the business community and requested to more such advocacy sessions in order to create awareness and sensitization about the enforcement of the Law.

The FCCI Members asked several questions pertaining to the provisions of the Competition Act and the enforcement powers of CCP, which were answered by the CCP members.

The advocacy session was part of an awareness program of CCP aimed to educate the business community on Competition Law with the view to encourage and improve voluntary compliance. CCP has previously held such advocacy sessions in Islamabad, Rawalpindi, Lahore, Karachi, Sialkot and Multan chambers and intends to hold sessions in Quetta, AJK, Gujrat, Gujranwala, Jhelum, Rahimyar Khan and other cities of the country.—PR

CCP asks firms to avoid deceptive marketing

By our correspondent

LAHORE: The Competition Commission of Pakistan (CCP) asked businesses to avoid deceptive marketing practices at a seminar organised at the Faisalabad Chamber of Commerce and Industry (FCCI) on Thursday.

CCP Office of Fair Trade and Advocacy member Dr Shahzad Ansar said that under the Deceptive Marketing Practices Act, the CCP recently fined a paint company for its advertisement campaign. The paint company in its advertisements made the claim of being 'No 1 in Paints' without any factual justification, he added.

The seminar aimed to explain the mandate of the Competition Law, the significance of effective implementation for the growth of businesses, consumer protection, and economic progress of the country.

CCP Legal, Cartels and Trade Abuse member Ikram Qureshi gave an overview of the Competition Act, 2010 and the CCP's enforcement powers. He said that under the Act, CCP can take action against anti-competitive practices such as cartels, abuse of dominant position, and deceptive marketing practices.

The CCP also reviewed mergers and acquisitions that were likely to distort competi-

tion in the market.

Qureshi said informed the businessmen that CCP had recently started a number of inquiries against undertakings violating the Competition Law.

The Competition Commission of Pakistan has power to enter and search any premises, if it was deemed necessary for an investigation, he explained.

President of FCCI Rizwan Ashraf urged the business community to strengthen the CCP for effective enforcement of the Competition Law. He said that the Competition Law was to protect the business community from exploitation and to create fair competitive practices.

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Effective enforcement of Competition Law

Business community asked to strengthen hands of CCP

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OUR STAFF REPORTER
ISLAMABAD

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فیصل آباد چیئرمین کے صدر رضوان اشرف مسابقتی کمیشن کے ممبر اکرام الحق قریشی کو شیلڈ دے رہے ہیں

قانون کا موثر نفاذ: مسابقتی کمیشن نے تاجروں کا تعاون مانگ لیا

قانون کے تحت آفس آف فیئر ٹریڈ اور دھوکہ دہی پر مبنی تشہیر کے بارے میں آگاہ کیا، اکرام الحق قریشی نے مسابقتی قانون 2010 اور مسابقتی کمیشن کی انفورسمنٹ پاور کے بارے میں تفصیلی بریفنگ دی، ایف سی سی آئی کے صدر رضوان اشرف نے اس موقع پر خطاب کرتے ہوئے کاروباری برادری پر مسابقتی قانون کے موثر نفاذ کے لئے مسابقتی کمیشن کا ساتھ دینے پر زور دیا، یہ ایڈووکیسی سیشن مسابقتی کمیشن پاکستان کی جانب سے شروع کی گئی آگاہی مہم کا حصہ ہے۔

اسلام آباد (کامرس ڈیسک) مسابقتی کمیشن پاکستان نے فیصل آباد چیئرمین آف کامرس اینڈ انڈسٹری میں ایک ایڈووکیسی سیشن کا انعقاد کیا جس میں کاروباری برادری کو مسابقتی قانون کے اہم نکات پر بریفنگ دی گئی اور کاروباری ترقی، صارف کی حفاظت اور ملک کی معاشی ترقی میں مسابقتی قانون کے موثر نفاذ کے کردار کے بارے میں بتایا گیا، اس ایڈووکیسی سیشن سے خطاب کرنے والوں میں ممبران مسابقتی کمیشن ڈاکٹر شہزاد انصر اور اکرام الحق شامل تھے، ڈاکٹر شہزاد انصر نے مسابقتی