

Some NGOs, especially consumer groups, can be strong allies for competition policy and law because they know how it can benefit consumers. Donors could find it effective to fund relevant work by reform-minded NGOs, especially those based in developing countries. The Department for International Development has funded research and advocacy programmes (such as the CUTS 7Up projects) that include participation by local consumer groups.



*Implementing Competition Policy in Developing Countries,
OECD Development Assistance Committee Hot Topic Paper, 2006*



CUTS 7Up projects...played a very important part in the movement toward a better understanding of the benefits of competition in developing countries. 7Up project design was very pragmatic in trying to identify the ways in which progress could be achieved in each country both from an institutional and a substantive point of view in the areas of competition law enforcement and competition advocacy...7Up projects have been challenging and exciting competition advocacy projects and the evaluation of their effectiveness undertaken by CUTS is both welcome and courageous.

Frederic Jenny

Judge, Supreme Court, France (Cour de Cassation)

The 7Up programme was in many ways innovatively designed and implemented. The widespread media attention the 7Up programme attracted, the realisation on part of policy makers of the role and importance of competition law and policy in fostering economic efficiency and consumer welfare, the catalytic role CUTS sponsored research and policy dialogue played in getting countries to re-examine the effectiveness of their laws.

R S Khemani

*Adviser to the Director of the Business Environment Department
World Bank, Washington DC*



We applaud that CUTS has had in raising the profile of competition policy issues in developing countries and, indeed the development community. We value the productive relationship that CUTS and DFID have built up in recent years on the agenda. In particular, we have been pleased to have been supporting CUTS in the development and implementation of the successful '7Up' competition model in Asia and Africa.

Gareth Thomas, MP

Former Minister of State for International Development, UK

The first study that CUTS took up in the year 2000 in Africa was related to the development and implementation of competition regimes. The project popularly known as the 7Up, named so because there were seven countries involved in the project: Pakistan, Sri Lanka, Kenya, Tanzania, South Africa and Zambia. The study was closely coordinated with local researchers, NGOs and the Zambia Competition Commission. CUTS launched the 7Up3 project and involved the Commission in sharing its knowledge and experience to assist these countries.

George K Lipimile

Executive Director, COMESA Competition Commission



I would like to convey our deep gratitude to CUTS and the 7Up2 team for successfully organising a Seminar on the Implementation Regulations for the Competition Law 2004 of Vietnam in...As the Vietnam Competition Law will become effective since 2005, we are now channelling huge efforts to introduce the implementation regulations for the law...we especially appreciate profound knowledge and experience that international high profile experts from CUTS shared with us during the seminar.

Dinh Thi My Loan

Former Director, Vietnam Competition Administration Department

CUTS initiated 7Up Project was the first comprehensive project initiated in sub-Saharan Africa by a CSO to accentuate the role of competition policy in developing countries by engaging key stakeholders. The 7Up project came as a 'stimulus package' that built competition advocacy capacity and assisted in institutional and legal reform in several countries including Zambia (7Up1) and Botswana (7Up3). Following such, Botswana for instance, adopted a National Competition Policy in 2005, subsequently enacting the Competition Act and established the Competition Authority.

Thula Kaira

CEO & Secretary to the Commission, Competition Authority of Botswana



Partners in Development



CUTS International

D-217, Bhaskar Marg, Bani Park, Jaipur 302016, India

Ph: +91.141.2282821, Fax: +91.141.2282485, Email: cuts@cuts.org, Web Site: www.cuts-international.org

7Up Model

Competition Reforms in the Developing World

Bottom Up Approach



- ◆ Research
- ◆ Advocacy
- ◆ Networking
- ◆ Capacity Building



www.cuts-ccier.org/7Up-model.htm

What is the 7Up Model?

A good competition law and policy is a concomitant requirement for market-based reforms. Thus, the effectiveness of competition law depends on the extent to which the law has actually evolved in a country in tandem with socio-economic and historical developments in that country. It is necessary that there be some amount of acceptability and ownership of the law among stakeholders, which is possible only if their expectations and concerns are taken into consideration while drafting, implementing and revising the law.

The 7UP Model for Competition Reforms



Given this, CUTS engaged stakeholders at all levels – those in favour of adopting and/or strengthening competition law and policy and those that had doubts, misconceptions or were outright opposed to competition law and policy with the purpose of creating a sense of ownership of the law. This is essentially the inspiration to CUTS' 7Up Model (7 objectives, 7 countries and a bottom-up approach).

The 7Up model allows to undertake comparisons between national experiences of seven developing countries which have adopted competition regimes, with varying degrees of success and explores reasons for their successes and failures. This knowledge is subsequently utilised for undertaking advocacy and capacity building to promote a culture of competition in these countries – and to identify champions therein.

Further, the model involves partnering with local research and advocacy institutions in countries, engaging a wide range of local stakeholders including the business, the polity, consumer groups and other NGOs, media, academia, lawyers, etc. for carrying out perception surveys, and undertaking several research, advocacy and capacity building activities. This develops ownership and enhances sustainability of the movement for effective competition regimes.



Launch of 7Up1 Project in Jaipur, India, December 20-21, 2000



Launch of 7Up2 Project in Hanoi, Vietnam, April 23-24, 2004



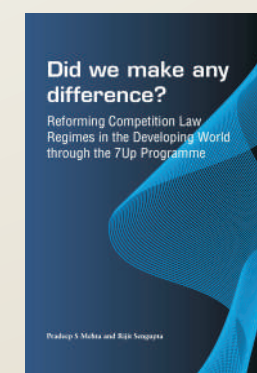
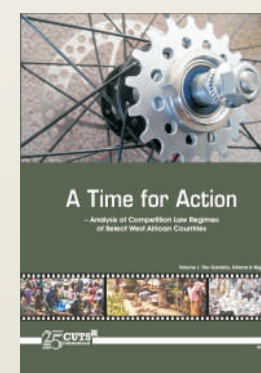
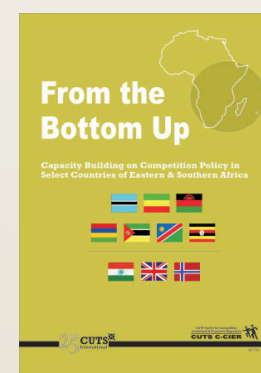
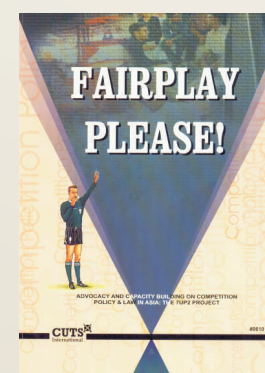
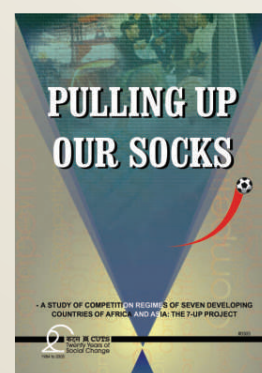
Launch of 7Up3 Project in Entebbe, Uganda, March 22-23, 2005



Launch of 7Up4 Project in Accra, Ghana, June 19-20, 2008

7Up Results

- ◆ Adoption of national competition law and/or establishment of the agency in some project countries (Botswana, The Gambia, Mauritius, Nepal, Namibia and Vietnam) occurred during the lifetime of 7Up projects (and associated spin-off activities), or within a year or two after the conclusion of the project
- ◆ Considerable efforts involving research, effective networking, awareness, capacity building and continuous engagement resulted in facilitating forward movement for enactment of competition laws in Bangladesh, Nigeria and Ghana
- ◆ The 7Up programme has been recognised by OECD DAC as an effective method of engaging on competition issues in the developing world
- ◆ Revealed the need for supporting investment climate reforms in Tanzania, which motivated the FIAS (of the World Bank) to initiate an Investment Climate Reforms programme in the country
- ◆ CUTS partners from The Gambia, Senegal and Nepal have taken up positions in the competition agencies as senior officials
- ◆ Closely associated with the process of development of national competition legislation in countries such as India, Kenya, Zambia and Vietnam including its refinements based on the findings of the 7Up project



Geographical Coverage

CUTS 7Up Projects were launched in 2000, and played an important role in the movement towards adoption of effective competition regimes across several countries in Asia and Africa.

Comparative Study of Competition Regimes in Seven Selected Countries of the Commonwealth

India, Kenya, Pakistan, South Africa, Sri Lanka, Tanzania and Zambia

Examined the national and regional understanding of competition regimes, involving research and advocacy on competition policy and consumer protection issues
www.cuts-ccier.org/7Up1

7Up1
(2000-2003)

Advocacy and Capacity Building on Competition Policy and Law in Asia

Bangladesh, Cambodia, India, Lao PDR, Nepal and Vietnam

Contributed towards functional competition policy and law regimes and advanced the requisite enabling environment in project countries
www.cuts-ccier.org/7Up2

7Up2
(2004-2006)

Capacity Building on Competition Policy in Select Countries of Eastern and Southern Africa

Botswana, Ethiopia, Malawi, Mauritius, Mozambique, Namibia and Uganda

Enhanced the understanding among civil society, government and business, on ways for promoting healthy competition culture
www.cuts-ccier.org/7Up3

7Up3
(2005-2008)

Strengthening Constituencies for Effective Competition Regimes in Select West African Countries

Burkina Faso, Ghana, Mali, Nigeria, Senegal, The Gambia and Togo

Developed baseline information on competition issues in seven ECOWAS member states through the active engagement of CSOs and other key stakeholders
www.cuts-ccier.org/7Up4

7Up4
(2008-2010)

Country Partners

7Up1



7Up2



7Up3



7Up4

