

**Outline of the ‘Advocacy Roadmap for Competition Reforms in Togo’**  
***7Up4 Project NRG Members, Togo***

As a part of the advocacy activities under the 7Up4 project, key national stakeholders from the country representing the National Reference Group, (NRG), an informal group comprising various stakeholders like policy makers, regulators, civil society organisations, academicians, media met on 22 April, 2010 in the Chamber of Commerce, Lome.

Association Togolaise des Consommateurs (ATC) partner organisation of CUTS in Togo developed this outline of an ‘advocacy roadmap’ for competition reforms in Togo with the consultation of CUTS and all the NRG members.

CUTS firmly believes that the operationalisation of this advocacy roadmap with the involvement of ATC and other key national stakeholders, would not only lead to the evolution of a ‘need-based’ competition regime in the country – but also the enabling environment for the effective enforcement of the competition regime.

S.N	Specific action point	Required Inputs	Likely Impact/Outcome
1.	Establishment of a national forum on competition policy issues	Key NRG members to discuss the possible ways for developing this forum with ATC Togo’s assistance. Discussions to be initiated in this regard with business chambers and the government	Long-term plan for national competition reforms, and continuous discussions thereof  Exchange of ideas on best way forward for the national competition regime (legislation and institution) in Togo
2.	Strengthening the national competition enforcement division  <i>(Commerce Intérieur et de la Concurrence, Ministère du Commerce, de l’Industrie, de l’Artisanat, et des petites et moyennes entreprises)</i>	<ul style="list-style-type: none"> <li>• Periodic discussions with officials at the relevant Ministry</li> <li>• ‘Needs assessment’ for the evolution of the competition enforcement division/agency</li> </ul>	Emergence of a empowered national competition enforcement division/agency – with a long-term vision to promote competition in the country
3.	Revision of the competition law	<ul style="list-style-type: none"> <li>• Review of the law by NRG members, CUTS and international experts</li> <li>• Setting up a national competition reform committee, to make recommendations to the government</li> </ul>	<ul style="list-style-type: none"> <li>• An amended national competition law</li> </ul>
4.	Raise the awareness of various stakeholders through dissemination of information on competition policy and law issues	<ul style="list-style-type: none"> <li>• Programs on competition issues in radio and television in French and local language (to reach grassroots consumers)</li> <li>• Poster campaign in schools and community centres</li> </ul>	Increased awareness among consumers and increased support for national competition reform.
5.	Create a network of journalists	<ul style="list-style-type: none"> <li>• Capacity building of journalists on competition issues.</li> <li>• Incentives for them to cover competition policy and law.</li> </ul>	Reports on anti-competitive cases will be published more frequently and help raise awareness