



Zambia Competition Commission

Promoting a Culture of Fair Competition for the Benefit of Business and the Consumer

ZCC

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COMMENDATION

The Zambia Competition Commission has been associated with the Consumer Unity and Trust Society (CUTS) for over five years.

South-South Cooperation on economic policy issues has been going on for quite some time, particularly between India and countries in Africa. The year 2000 witnessed a new chapter in this area, when CUTS, and Indian NGO, established its first overseas centre in Lusaka, Zambia. It was probably the first Indian NGO to have stepped out of its boundaries to work in a poor country in Africa to extend its knowledge and experience on economic policy issues, as an 'appropriate technology'.

The first study that CUTS took up in the year 2000 in Africa related to the development and implementation of competition regimes. The project, popularly known as 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.

As a result of this study, **Pulling Up Our Socks**, the policy community in Zambia became much aware of the competition regime in the country, and it helped the people of Zambia immensely. It thus set in motion a series of measures to help promote competition in the country.

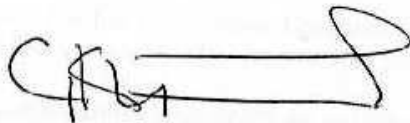
Furthermore, at the request of the Commission, CUTS produced a kit comprising of simple booklets and posters on the various aspects of The Competition and Fair Trading Act of Zambia. The kits produced were of very high professional quality, and also reader friendly. These were used extensively in furthering the messages in the hinterland of Zambia through regional meetings and observance of Competition Days.

In association with Zambia Consumers Association, CUTS also produced a simple reader-friendly booklet: **Market Practices in Zambia--Where Do Consumers Stand?** This little booklet has also helped people to understand the issues more clearly.

At the request of the Commission, during the years: 2002-2004, CUTS also brought in foreign experts to speak with the staff of the Commission, research institutions and civil society organizations in Zambia. Trainings were also organized for several stakeholders, including the Commission staff on various aspects of competition law with good and relevant case studies from both the rich and the poor world. All these activities have helped boost the competition culture in Zambia.

CUTS has recently launched the 7Up3 project, which is exclusively focused in Africa: Botswana, Uganda, Namibia, Mauritius, Ethiopia, Malawi and Mozambique. In this project, CUTS has also involved the Commission in sharing its knowledge and experience to assist these countries.

We wish CUTS further successes and more recognition in their pursuit to make the world a better place to live in with markets functioning better for helping the poor.



George K Lipimile
Executive Director
Zambia Competition Commission