

# Strategy of the Competition Council for 2017 - 2019

## MISSION:

To protect and promote free and equal competition in all areas of economy between market participants, creation of new and innovative products, to prevent that public persons unreasonably interfere in free competition

## VISION -

TOWARDS SOCIETY  
TOWARDS ECONOMY  
TOWARDS AUTHORITY

## VALUES:

Lawfulness  
Professionalism  
Independence

### SOCIETY BASED ON COMPETITION

#### CULTURE:

High competition culture and public understanding about competition as the most efficient measure for development of economy

### DEVELOPMENT OF ECONOMY:

Markets of Latvia are open for innovations, effectiveness and competition, able to respond to challenges of the global economy, public persons do not interfere and do not distort the free competition on markets

### ABILITIES OF THE AUTHORITY:

Knowledge and experience leadership, support and involvement of cooperation partners for implementation of the competition policy, complete introduction of core values of the authority

## Strategic priorities

**1. Strengthening capacity of the authority on the basis of professional and responsible employees**

**2. Exposure and prevention of significant infringements of competition and distortion of markets, preclusion of adverse impact of market concentration**

**3. Creation of understanding of participants of industries and public persons about free and fair competition, competition policy and culture**

**4. Strengthening of the role and visibility of the authority in the internationally**

## Aims

To become as a demanded and popular employer, where specialists of various industries are willing to work

To improve the regulatory enactment in order to prevent from infringements of prohibited agreement and distortions of competition made by public persons

To continue to build on the public understanding about competition, role and activities of the CC for protection and promotion thereof, as well as upon using new methods to achieve bigger public support, trust and higher approval for our activity

To be the authority, contributing to the development of competition law and practice on the international level

## Tasks

**1.1. Establishment of the motivating remuneration system**  
**1.2. Attraction of talented employees and improvement of visibility of the CC as an employer**  
**1.3. Development of competencies of employees**

**2.1. To participate in the progress of the draft regulation on the supervision of activities of public persons in order to introduce effective process and rights to determine legal obligations**  
**2.2. To improve reeregulatory enactment with regards to responsibility of officials regarding infringements of Section 11, Paragraph one of the Competition Law**  
2.3. To establish and eliminate infringements by more efficient methods  
2.4. To use market supervision as a tool of proactive activity for identification and prevention of market restrictions and indications on infringements  
2.5. When performing assessment of mergers, to prevent the changes in the market structure that deform competition on specific markets  
2.6. To supervise involvement of public persons in commercial activities

**3.1. To create more powerful synergy between authorities and non-governmental organisations**  
**3.2. To address more broadly the target audiences and to develop new communication methods**  
- entrepreneurs/ unions thereof - in the education focusing on the creation of understanding about the risks of infringements of competition and activities distorting competition caused by public persons  
- public persons - in the education focusing on non permission of distortions of competition  
- universities - in the education focusing on general basics of competition law, activities of the CC and infringement risks  
- legislators, government and policy makers - information about the issues of competition and creation of understanding thereof on the activities of the authority

**4.1. To strengthen cooperation with international organisations, in order experience of the authority would be more widely demonstrated on the international level**  
**4.2. Involvement of the authority and promotion of visibility in the international environment**  
- ECN, ICN, OECD, BCC, UNCTAD

## Performance results for three years

1. To reduce changeability of employees: 30%→20%  
2. Loyalty of employees for the authority is being stabilised: 70%

1. The total number of cases, TU, prevention will decrease, including increasing the proportion of high priority processes: 31/9, 28/10, 25/11  
2. Proportion of assessment of the most significant mergers will increase: 15/4, 15/5, 15/6  
3. Benefit to the society: 20 milj. eur  
4. Limitations from activities of public persons are eliminated (positive outcome, %): 12, 14, 15  
5. Decisions of the CC left in force: 80%

1. Joint education activities with cooperation partners: 4 each year  
2. Positive assessment of entrepreneurs about the impact of the activity of the CC to markets: 82%→85%  
3. Competition law popularisation events: 6, 7, 8

1. Participation in international forums: 17, 19, 19  
2. Publications of the CC in the international media: 10, 12, 15