

## Break-out session SG 2

# Education / targeted outreach

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**NMa**

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## Key considerations for developing outreach activities

- What is the goal of the outreach activities?
  - Prevent breach of competition law?
  - Detect breaches of competition law?
  - Influence policy makers?
- What resources are available?
- Where can we be most effective?



# Identifying and reaching target audience

- Prevention:
  - Companies, umbrella organisations
  - Professional service firms: lawyers, accountants, consultants, ...
  - Public procurement agencies
- Detection:
  - Inspection agencies: tax inspection, environmental inspection, harbor inspection, etc.
- Policy:
  - MPs
  - Opinion leaders



# Examples of outreach activities focused on detection

- Promotion of contact between employees of both institutions
  - Getting to know each other, creating awareness of competition law
  - Presentations, workshops, site visits
- Formalisation follows later
- Think 'win-win' (f.e. leads both ways, joint press statement)



# Results

- Cooperation with police inspection on construction cartel: use of wire taps
- Cooperation with tax inspection on agricultural cartel: use of false invoices

