



BRIEF

Category D: Socioeconomic poster



15° International Poster Biennial in Mexico

Economic competition benefits all of us

Economic competition is the endeavor performed by two or more people, businesses or firms to earn the preference of more consumers by offering them more options of products and services at better prices. Competition between suppliers increases consumer welfare and encourages firms to innovate and be more productive. It also promotes the entrepreneurship and appearance of brand new and more efficient enterprises.

The **Federal Economic Competition Commission** (COFECE for its acronym in Spanish) is an autonomous public body responsible for supervising, promoting and guaranteeing the existence of market conditions which allow for competition and free market entry. Therefore, it is our mission that market dynamics allow people to venture and compete.

TOPIC:

A level playing field for entrepreneurship and competition

***Competition** levels the playing field in which existing companies offer their goods and products and clears the way for the creation of new enterprises.*

If a competitive environment exists, the success of each company is determined by their ability to capture the preference of consumers by offering them more and better alternatives, through a wider variety of higher quality of products at cheaper prices. That is why, when companies have to compete, they permanently strive to keep their clients satisfied. In order to achieve this, they have to invest, innovate and reinvent themselves.

When there is no competition in the markets, everybody loses: consumers pay more for less, entrepreneurs lose because costs of raw materials increase and their companies become less productive and stop growing, and even worse, new enterprises stop arising. In short, the whole country misses out on development opportunities. For that reason, when companies cease competing between each other, by reaching agreements with their competitors to raise prices, or when they take advantage of their size to displace or impede the entrance of potential competitors, the playing field is unbalanced in their favor and everyone else loses. In other cases, companies don't cease to compete intentionally but due to legal regulations that prevent, for example, the arrival of new enterprises.

The participating posters must communicate what obstacles and constraints can inhibit economic competition and entrepreneurship; what contexts or situations promote competition between companies, producing equality of conditions and opportunities to earn the preference of consumers, encouraging these companies to innovate, improve and venture into new business models in the markets, increasing social welfare and economic growth.

Further information:

- [Together for a culture of competition](#)
- [International Competition Network](#)

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