



ECOWAS REGIONAL COMPETITION AUTHORITY  
AUTORITÉ RÉGIONALE DE LA CONCURRENCE DE LA CEDEAO  
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# INAUGURAL ANNUAL CONFERENCE OF THE ECOWAS REGIONAL COMPETITION AUTHORITY (ERCA)

## THEME

**Competition Policy and Market Integration in ECOWAS: Issues, Challenges, and Opportunities**

## PROGRAMME

### DAY 2 – Competition, Market Transformation and Strategic Sectors

#### 09:00 – 10:00: Plenary Session 3: Competition Policy and Regional Value Chain Integration

Moderator: Ms. Sonia Plaza, Program Manager, World Bank.

**Keynote Address** (10 mins): Competition as an Enabler of Integrated Markets.

*Speaker:* Dr. Mor Bakhoun, ERCA Council Member.

**Panel Discussion:** How competition policy reduces market fragmentation; The role of competitive markets in strengthening regional production systems; Linking competition enforcement with trade facilitation and industrial development; Why open and contestable markets are essential for attracting investment into regional value chains.

**Panellists** (4): Prof. Bamba N'galadjo Lambert, Fmr. Commissioner of Macroeconomic Policy of the ECOWAS Commission; Mr. Makhfou Mahecor Diouf, Competition Division of African Development Bank, TAF Global, Mr. Christian Lasser, Industrial Development Expert, UNIDO.

#### 10:00 – 11:15: Plenary Session 4: Competition in Digital Markets: Emerging Challenges and Regulatory Responses

*Moderator:* Dr. Chilufya Sampa, Expert at Shamba Centre for Food & Climate and Fmr. Executive Director of Zambia Competition Authority.

**Keynote Address** (10 mins): Competition Enforcement in the Digital Economy.

*Speaker:* Mr. Babatunde Irukera, Fmr. Executive-Vice Chairman of FCCPC, Simon Cooper, partner.

**Panel Discussion:** Digital platforms and market power, Fintech and e-commerce, Data governance and competition, Innovation and consumer welfare.

**Panellists** (3): Mr. Yongama Njisane, South Africa Competition Commission; Qgroup; Mr. Leonard Ugbajah, ERCA Council member, Dr. Vellah Kigwiru, Doctoral Research Fellow.



**11:15 – 11:45: Coffee Break**

**11:45 – 13:00: Plenary Session 5: Competition Enforcement in Strategic Sectors**

*Moderator:* Mr. Appiah Kusi Adomako, West Africa Director, CUTS International.

**Keynote Address** (10 mins): New Challenges in the Regulation of Strategic Markets.

*Speaker:* President of ECOWAS Bank for Investment and Development (EBID).

**Panel Discussion:** Telecommunications, Energy, Transport, Agribusiness, Health.

*Panelists* (5): Mr. Charles Ndiaye, Ag. President of ERERA, PURC of Ghana; Mr. Roger Koffi, Head of Dispute Resolution Department, ARTCI; Mr. Dave Anderson, Office Managing Partner- BCLP.

**13:00 – 14:30: Lunch**

**14:30 – 16:00: Sectoral Breakout Sessions**

Group 1: Addressing competition challenges in the digital economy and platform-driven markets.

- *Chair:* Dr. Vellah Kedogo Kigwiru, Research Fellow - Hochschule Für Politik, Technical University of Munich School of Governance.
- *Speakers* (3): Call for papers.

Group 2: Strengthening productive integration and cross-border trade through competition policy.

- *Chair:* Mr. Lawrence Bassie, CEO NCPC, Sierra Leone.
- *Speakers* (3): Call for papers.

Group 3: Ensuring effective competition in heavily regulated or concentrated sectors.

- *Chair:* Prof. Namuano Dias, Legal Practitioner, Francis Services SARL, Guinea Bissau
- *Speakers* (3): Mr. Njogou Bah, CEO PURA Gambia, Call for papers (2)

Group 4: Addressing Market Concentration and Barriers to Entry

- *Chair:* Mr. Baboucarr Ceesay, Director of Competition, GCCPC
- *Speakers* (3): Call for papers

**16:00 – 17:15: Report Back from Working Groups**

**17:15 – 17:30: Summary of Day 2**