

CUTS Accra launched an evidence-based report entitled “*Competition Regime in Ghana: A Need of the Nation*” on 5th November, 2015. The report aims to create awareness for the need of competition among Ghanaian consumers, producers, and the government. It also aims to identify the different roles they are to play to promote healthy competition in the marketplace.

The report reveals that with little or no competition in the market, many firms in Ghana exploit consumers and gain abnormal profits at the expense of high prices, and controlled quantities passed to consumers. Moreover, in the absence of a national competition agency, producers face high cost of doing business and entry barriers, further driving prices upwards and failing to improve innovation or efficiency. In fact, lack of fair competition results in concentrated market power, which stifles the growth of smaller firms and emerging firms, slowing down the economic growth of Ghana. As a result, the general perception of the business community in Ghana is in favor of fair competition in hopes of improved market outcomes. Consumers are of the same view that healthy competition would protect their interests and maximize their welfare, and are therefore calling for the functional competition regime by the government of Ghana.

The report highlights key responsibilities of consumers, producers, and the government. Firstly, the government needs to function as a facilitator of a level playing field and enforcer of the national competition law through a national competition authority which monitors and supervises competition through various competition policies. Secondly, producers need to contribute their views on evolution and implementation of the functional competition regime through frequent consultations with the government in a bid to ensure fair play in the sector and not to give advantage to government owned entities. Last but not least, consumers must promote understanding and awareness for the benefits of the functional competition regime, thereby staying alert in a bid to keep the government as well as the competition authority active and effective in implementing the functional competition regime.