



## **Competition Guidelines Aim to Ensure a Fair Deal to Consumers and Suppliers**

Manama – Kingdom of Bahrain, Wednesday 5 November 2008

The Telecommunications Regulatory Authority (TRA) has published yesterday for public consultation draft competition guidelines.

The Draft Competition Guidelines set out how TRA intends to apply the competition provisions contained in the Telecommunications Law and in the conditions set out in the different Telecommunications Licences. The guidelines refresh TRA's approach to market definition and competition assessment. They provide a detailed exposition of anti-competitive conducts that are most likely to occur and offer some guidance regarding how TRA will analyze allegations of anti-competitive conduct. The guidelines also include a detailed template on how to lodge a competition complaint and the process TRA will follow.

TRA's General Director Mr. Alan Horne said: "As competition develops international experience indicates that the number of cases brought to the regulator as potentially anti competitive behaviour increases. TRA set out a package of measures as a result of the Strategic Review undertaken last year. These guidelines are just one of the important measures required to further develop an open competitive market which works on fair terms for both suppliers and consumers".

TRA's Chief Economist Dr. Alexandre Serot said: "TRA seeks to promote competition because it benefits consumers, encourage innovation and growth in the sector. However, there is a point at which aggressive competitive behavior may undermine the normal operation of market forces and may be detrimental to consumers. Competition guidelines are an essential instrument that offers some guidance on where and how TRA may draw that line. This is an important consultation and TRA strongly encourages all stakeholders, to review and submit their comments".

The draft competition guidelines can be viewed on TRA's website [www.tra.org.bh](http://www.tra.org.bh). Interested parties are invited to submit their comments by 4:00 pm on 4 December 2008.

## **About TRA**

The Telecommunications Regulatory Authority (TRA) was established by Legislative Decree No. 48 of 2002 promulgating the Telecommunications Law. TRA is an independent body and its duties and powers include, among other things, protecting the interests of subscribers and users and promoting effective and fair competition among existing and new licensed operators. More information regarding TRA can be viewed at [www.tra.org.bh](http://www.tra.org.bh)

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