



COMESA Competition Commission

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**Common Market for Eastern
and Southern Africa**

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PRESS RELEASE

**REMINDER: SUBMISSIONS OF ENTRIES FOR THE 2ND COMESA COMPETITION
COMMISSION COMPETITION FOR THE BUSINESS REPORTERS
OPERATING IN THE COMMON MARKET ON COMPETITION AND
CONSUMER PROTECTION MATTERS**

A. BACKGROUND

Reference is made to the 2nd competition for the business reporters that was launched by the COMESA Competition Commission ("the Commission") during the 8th Annual sensitization Workshop held on 19-20 August 2024 in Livingstone, Zambia.

The competition for business reporters operating in the Common Market is intended to enhance identification and reporting of anti-competitive business practices as well as consumer rights violations on the market, enhance the reporting on competition and consumer protection in the Common Market and ultimately enhance stakeholders' understanding of the need for competitive markets and ensuring consumer welfare.

The Commission is currently receiving submissions of **written articles, broadcasts, podcasts and documentaries** on the above subject matter in any of the official languages of COMESA (Arabic, English and French), on competition and consumer protection matters.

Submissions should be publications in the following media.

- a. Written Articles published in both print and digital media.
- b. TV /Radio broadcasted stories.
- c. Podcasts recorded on the above subject areas.
- d. Documentaries recorded on the above subject areas.
- e. Social media channels are active on competition and consumer protection matters.

The above must have been published during the **period 1 June 2024 to 30 May 2025**. Receipt of submissions will **start on 10 June 2025 and will close on 30 June 2025**. No submissions shall be allowed after the submission period.

The submissions will be analyzed and subjected to a panel of judges who will select the best candidates for the awards. The Commission will award the best journalists in each category with a medal and a cash prize of USD 1500 for the winner and USD 1000 to the second best at the 9th Annual Regional COMESA Business Reporters Workshop slated for the third quarter of 2025.

B. EVALUATION CRITERIA

The basic assessment criteria for the awards will be based on:

- (i) consistency in raising awareness on the COMESA Competition and/or Consumer protection issues with at least three submissions. The more submissions, the better. However, the candidate shall indicate the best three that should be scored.
- (ii) writing of quality, accurate and relevant perspectives.
- (iii) ingenuity to provide relevant real-life examples, implications to the market or consumers to attract readership.
- (iv) originality, properly referenced with reliable sources and expert's inputs.
- (v) clarity of the broadcast reporting in bringing out the Commission's work on competition and consumer matters.

The evaluation will be done by a panel of judges. The judges' decision will be final.

C. BASIC GUIDELINES OF THE ARTICLES

Below are the basic guidelines to be put into consideration by the journalists. The article to be submitted must:

- have responded to the topical areas provided by the Commission with a clear demonstration of understanding of the competition and or consumer issue or COMESA activity and clearly linking the article to the COMESA Competition Regulations and Commission. The more such submissions the better the score. Qualifying candidates must submit a minimum of three submissions.
- must meet journalism and publication standards with accurate and relevant perspectives; encompass right literary style with excellent grammar, free of spelling errors and cohesive. Details must have been placed in a logical order and presented in a manner that keeps the reader's interest.
- demonstrate ingenuity, with insightful personal point of view, cross leveraging of experts' knowledge, use of relevant examples and written in a style that attracts readers.
- include a minimum 400 words in a newspaper or magazine or digital platform with a national reach of about 5,000 readers.
- submissions must be original, prepared by the journalist and published for the first time in the competition period with original thinking relative to the subject and

properly referenced with reliable sources.

D. AREAS COVERED BY THE COMPETITION

The competition will generally cover both print and electronic media publications on important matters that raise awareness on competition and consumer law enforcement in the Common Market.

The Commission therefore takes this opportunity to remind all business reporters from the different media houses that from 10 June 2025 it is open to receiving submissions. No submissions shall be allowed after 30 June 2025.

In case of need for any more clarification regarding the writing competition, please contact Mr. Steven Kamukama, Director, Consumer Welfare and Advocacy Division by email: skamukama@comesacompetition.org and copy awaweru@comesacompetition.org and jmwesige@comesacompetition.org.



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