



ECOWAS REGIONAL COMPETITION AUTHORITY  
AUTORITÉ RÉGIONALE DE LA CONCURRENCE DE LA CEDEAO  
AUTORIDADE RÉGIONAL DA CONCORRÊNCIA DA CEDEAO

OIC Highway  
Bijilo, The Gambia  
P.O Box 4470  
+2202330006/3486966  
[info@erca-arcc.org](mailto:info@erca-arcc.org)

## INAUGURAL ANNUAL CONFERENCE OF THE ECOWAS REGIONAL COMPETITION AUTHORITY (ERCA)

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

*Date & venue: 15 - 17 September 2026 at the Sir Dawda Kairaba Jawara International  
Conference Centre, Bijilo, The Gambia*

### PROGRAMME

**Duration: 3 days**

**08:30 – 09:00: Registration of Participants**

**09:00 – 10:00: Official Opening Ceremony**

- Address by H.E. General Birame Diop, President of the ECOWAS Commission.
- Opening keynote by H.E. Mr. Adama Barrow, President of the Republic of The Gambia.
- Cultural events / Official Group Photograph.

**10:00 – 10:30: Break/ Networking**

#### DAY 1 – INSTITUTIONAL FRAMEWORK AND REGIONAL COOPERATION

**10:30 – 11:20: High-Level Opening Panel: Competition Policy as a Pillar of Regional  
Economic Integration: Issues, Perspectives and Opportunities**

*Moderator:* Dr. Juliette Twumasi-Anokye, Chairperson of ERCA Council.

*Panelists:* Mr. Dehpue Zou, Commissioner for Economic Affairs and Agriculture, ECOWAS Commission ♦  
Mr. Mod K. Ceesay, Hon. Minister of Trade, Industry, Regional Integration and Employment of The Gambia  
♦ Prof. Eleonor Fox, professor emerita at New York University School of Law

## 11:20 – 13:00: Plenary Session 1 - Regional and Cross-Border Cooperation in Competition Enforcement

*Moderator:* Mr. Saïd Kechida, Competition Expert, OECD Competition Division.

**Keynote Address** (10 mins): Strengthening Cross-Border Enforcement Mechanisms

*Speaker:* Dr. Simeon Konan Koffi, Executive Director of ERCA.

**Panel Discussion: Cooperation**, Coordination tools, institutional asymmetries, data sharing

*Panelists:* Dr. Troy Waterman, Executive Director of CARICOM Competition Commission ♦ Dr. Willard Mwemba CEO of CCCC ♦ Mr. Malick Diallo AfCFTA Head of Competition Division ♦ Mr. Sudesh Puran, Head of Investigation of Competition Commission of Mauritius ♦ Mr. Yves Kenfack, Competition Expert UNCTAD

## 13:00 – 14:15: Lunch Break

## 14:30 – 15:30: Plenary Session 2 - Harmonisation of National and Regional Competition Frameworks

*Moderator:* Mr. Basiru Njie, Executive Secretary of GCCPC

**Keynote Address** (10 mins): Harmonisation of Competition Laws in Africa

*Speaker:* Directorate General for Competition, European Union

**Panel Discussion:** Alignment of national frameworks, Challenges of convergence, International best practices

*Panelists:* Mr. Gaye Sowe, Director of Legal Affairs of ECOWAS Commission ♦ Prof. Alban Houré, Commissioner of Côte d'Ivoire National Competition Commission ♦ Mr. Melaine Tchokponhoue, Director of Competition – UEMOA ♦ Mrs. Annie L. Nyama Ortiz, Director of Trade and Competition CEMAC.

## 15:30 – 16:30: Breakout Group Session

### Group 1: Harmonisation of Legal Frameworks.

*Chair:* Mr. Adama Diomande - ERCA Council member.

*Speakers:*

- Nuha Ali, Sandia Booluck and Lizel Blignaut, ENS Executives: “One Market, Many Watchdogs Regional Primacy and National Autonomy in African Competition Enforcement”
- Isaac Tausha - Chief Economist - CCCC and Ms. Ninette K. Mwarania Manager - Planning, Policy & Research – CAK: “Relations between ERCA, UEMOA, COMESA, EAC and AfCFTA”
- Griffins Gero - Kabarak University – Kenya: “Strengthening Regional Competition Governance for Market Integration in ECOWAS”
- Dr. Jaimentino Có - Minister of Trade and Industry of Guinea Bissau: “Harmonisation of Guinea-Bissau’s Legislative and Institutional Framework with Regional Frameworks”

## Group 2: Governance and Independence of Competition Authorities.

Chair: Dr. Talime Abe, Chairperson of the Consultative Competition Committee of ERCA.

Speakers:

- Dr. Alfred Mahamadu Braimah - University of Ghana “*Good Governance as a Catalyst for Fair Competition: Strengthening Competitive Markets and Regional Integration in ECOWAS*”
- Gabriel Ambrósio Umabano - Faculty of Law - University of Lisbon, “*Os Poderes de Investigação da ARCC e os Direitos de Defesa das Empresas Visadas / The Investigative Powers of ERCA and the Rights of Defence of the Companies Concerned*”
- Esther Opoku - Barrister and Solicitor - Supreme Court of Ghana; Associate - F-X Law and Associates, Accra: “*Independence and Autonomy of Competition Authorities*”
- Yeye Nwidaa - Partner at Jackson, Etti & Edu Head: “*Competition Compliance and Legal certainty in ECOWAS: aligning effective enforcement with business compliance*”

## Group 3: Regional Cooperation and Information Exchange.

Chair: Mr. Yahya Samateh, Head of Competition and Economic Research Division, ERCA.

Speakers:

- Lemaissi Abdennacer, President of the Moroccan Association for Consumer Protection in the Laayoune-Sakia El Hamra region, & Bouraza Lessyad, Treasurer of the Moroccan Association for Consumer Protection in the Laayoune-Sakia El Hamra region, “*Consumer Protection as a Pillar of Market Integration in West Africa: Challenges and Perspectives for Civil Society*”
- Nana Kwasi Asuman-Frimpong, Iustum Centre for Democracy and Governance – ICEDEG Africa LBG: “*The Role of CSOs in the Enforcement of Consumer Rights under the ECOWAS Regional Competition Framework*”
- Monica Nang'ayo Werimo, Monica Werimo Advocates - Nairobi, Kenya: “*Undisclosed influencer advertisement on Social Media and emerging consumer protection issue in digital market*”
- Prof. Francois Nkoa - University of Yaoundé: “*Community Competition Policy and Information Sharing: Lessons for ECOWAS*”

## Group 4: Strengthening Technical and Operational Capacities.

Chair: Ms. Thembelihle Dlamini - Legal Adviser and Company Secretary – Eswatini Competition Commission

Speakers:

- Fredrick Mwenje, and Masinde Muliro University of Science and Technology / Broad Borders Hope Foundation, “*Enhancing Inclusivity in Digital Advisory Services: Addressing Market Power and Structural Barriers to Economic Inclusion in Sub-Saharan Agriculture*”
- Azeezah Muse-Sadiq, Partner, Banwo & Ighodalo, Nigeria “*Competition Policy in Informal Markets: Rethinking Competition Enforcement in ECOWAS*”
- Faloore Samuel Ayomide, Independent Consultant “*Structural Substitution and Market Competition: The Impact of Offshore Private Credit on Financial Integration in Sub-Saharan Africa*”
- Jane Nzenwa, Ph.D., WAVE-Gambian and Magnus Nnaemeka Nzenwa, Psychosocial Specialist and Social Policy Researcher at the Chartered Institute of Social Work Practitioners of Nigeria: “*Beyond the Informal Margins: A Social Work and Indigenous Perspective on Gender, Competition Policy, and Market Integration in ECOWAS*”

## 16:30 – 17:15: Report Back from Working Groups

**17:15 – 17:30: Key Message/Reflection from Day 1:** Professor Marek Martyniszyn, Chair of Competition Law and Policy, Queen's University Belfast, School of Law, “*Closing the Gaps: International Cooperation Across the Competition Enforcement Chain*”.

## DAY 2 – COMPETITION, MARKET TRANSFORMATION AND STRATEGIC SECTORS

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

Moderator: Dr. Seydou Sacko, Fmr. Competition Officer of ECOWAS Commission

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

*Speaker:* Dr. Mor Bakhom, 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.

*Panelists:* Prof. Bamba N'galadjo Lambert, Fmr. Commissioner of Macroeconomic Policy of the ECOWAS Commission ♦ Mr. Makhfou Mahecor Diouf, Competition Division of African Development Bank ♦ Mr. Christian Lasser, Industrial Development Expert, UNIDO ♦ Ms. Sonia Plaza, Program Manager, World Bank.

### 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, Partner, Simon Cooper.

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

*Panelists:* Mr. Yongama Njisane, South Africa Competition Commission ♦ Mr. Leonard Ugbajah, ERCA Council member ♦ Dr. Vellah Kigwiru, Research Fellow - University of Munich ♦ Mr. Uche Alison, Jumia Nigeria.

## 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:* Dr. MacDonald Saye Goanue, Coordinator, Vice-President of ECOWAS Bank for Investment and Development (EBID).

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

*Panelists:* Mr. Charles Ndiaye, Ag. President of ERERA ♦ Ms. Adefunke ADEYEMI - Secretary General AFCAC  
♦ 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 Session**

### **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.

*Speakers:*

- Awuku Larbi, Georgette Francoise Chambers / Star Oil Limited / UPSA, “Data as Market Power: Rethinking Competition Law Enforcement in ECOWAS Digital Markets”
- Dr. Oluchukwu Precious Obioma, Faculty of Law, University of Nigeria, “Taming Digital Gatekeepers in ECOWAS: Competition Law Responses to AI-Driven Platform Power”
- Lawrence Landi Bassie and Minkailu Sama – NCPC – Sierra Leone, “Digital Market in Sierra Leone: Assessing Competition Dynamics, Regulatory Challenges and Enforcement Strategies (2011-2026)”
- Barrack Ogada, University of Nairobi, Kenya, “Artificial Intelligence, Data Governance, and Competition Policy: The Influence of AI Driven Digital Platforms on Market Competition and Consumer Welfare in ECOWAS”

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

*Chair:* Mr. Lawrence Bassie, CEO NCPC, Sierra Leone.

*Speakers:*

- Nomvula Chasakara, Thato Motau, Esona Jara & Tshagofatso Mello, Competition Commission, South Africa, “Regulatory Responses to Market Power in African Agricultural Commodity Markets: An Integrated Competition Policy and Governance Framework for Global Commodity Traders.”
- Kossi Sambigou Nanika, Président Fédération Entreprises du Tourisme et Hôtellerie “L’industrie touristique, levier de sécurité et de paix pour un accès au marché et une intégration économique de la CEDEAO”.
- Koffi Dovené Gnadjosse Koffi Dovené, Juriste at ULB, “Protection du consommateur et intégration des marchés regards croisés sur l’union européenne et la CEDEAO à l’épreuve du droit de la concurrence”

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

*Chair:* Prof. Namuano Dias, Legal Practitioner, Francis Services SARL, Guinea Bissau

*Speakers:*

- Onyekachi Nwafor, CEO KatexPower Limited *“Competition Policy, Decentralized Energy Markets and Inclusive Market Integration in ECOWAS: Unlocking SME-Led Clean Energy Value Chains in West Africa”*
- Saye Domason Gbeakeh, Coordinator/ERCA CCC Focal Point/Liberia *“Competition Policy and Informality: Empirical Insights from Liberia's Cement and Rice Markets”*
- Appiah Kusi Adomako, Regional Director, West Africa, CUTS International, *“Telecommunications market concentration and consumer welfare in ECOWAS”*
- Madugu, Antele. Phd Student University of Leicester *“Consumer Protection, Competition or Both? The Case Against Meta and Its Lessons for Other African Jurisdictions”*

### **Group 4: Addressing Market Concentration and Barriers to Entry**

*Chair:* Mr. Baboucarr Ceesay, Director of Competition, GCCPC

*Speakers:*

- Andreu Iranzo Navarro, Responsable de l'analyse et des études, REDIT – Red de Institutos Tecnológicos de la Comunitat Valenciana, Espagne, *“Politique de concurrence et intégration effective des marchés dans la CEDEAO : barrières à l'entrée, PME et commerce transfrontalier”*
- Chilufya Sampa, Shamba Centre for Food and Climate, *“Market Concentration and Barriers to Entry in Agriculture and Food Markets”*
- Peter Damilare Idowu, Assistant Lecturer, Department of Urban and Regional Planning, Osun State Polytechnic, Iree; Federal University of Technology, Akure, *“Regulating the Unregulated: Platform-Mediated Transport Markets and Competition Governance in Nigerian Secondary Cities”*
- Folasade Olusanya, Jackson, Etti & Edu, *“Effective control of market power: merger review and abuse of dominance”*

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

**17:15 – 17:30: Key Message/Reflection from Day 2** - Dr Henry E. Emejuo, Director General & CEO of PAOSMI: *“How competition can help small and medium-size enterprises to overcome their constraints: market-entry barriers, market concentration, access to finance, procurement opportunities, standards compliance, technology gaps, distribution constraints, cross-border trade barriers, and unequal access to regional value chains”*,

## **DAY 3 – REFORMS, COMPLIANCE, AND EFFECTIVE IMPLEMENTATION OF COMPETITION LAW**

### **09:00 – 10:00: Plenary Session 6: - Effective Control of Market Power: Merger Review and Abuse of Dominance in Practice**

*Moderator:* Mr. Isiekwwena Ikem, Managing Partner - Simon Cooper.

**Keynote Address** (10 mins): Navigating Dynamic Markets: Modernizing Merger Controls and Addressing Abuse of Dominance across Regional African Jurisdictions.

*Speaker: Prof. Festus Okechukwu Ukwueze, Dean Emeritus, Faculty of Law, University of Nigeria.*

**Panel Discussion:** Merger control standards and economic assessment; Abuse of dominance: pricing, exclusionary practices, and platform dominance; Remedies and structural vs behavioural interventions; Challenges in proving market power in dynamic markets; Case experiences from different jurisdictions.

*Panelists: Mr. Boniface Makongo, Director of Competition COMESA CCC ♦ Ms. Florence Abebe Head, Anti-Competitive Practices Department FCCPC ♦ Ms. Stellah Onyancha Ag. Registrar EACCA ♦ Mr. Rafael Mburu, Manager M&A of Competition Authority of Kenya*

## **10:00 – 11:00: Plenary Session 7: Ensuring Compliance and Legal Certainty in Competition Enforcement**

*Moderator: Mrs. Mariana Tavares, Lawyer - Antas da Unha Ecija.*

**Keynote Address** (10 mins): Predictability, transparency, and how firms and advisors navigate competition rules.

*Speaker: Prof. Gabriel Ambrosio Umabano, Faculty of Law of the University of Lisbon (CIDEFF)*

**Panel Discussion:** Compliance programmes and corporate governance; Role of legal advisers in preventing anti-competitive conduct; Procedural fairness and rights of defense; Consistency of enforcement decisions; Settlement procedures, leniency, and cooperation tools.

*Panelists: Mr. Michael James Curie, Primero ♦ Mr. Wangombe Kariuki, Senior Consultant – Bowmans ♦ Fatoumatta A. Camara, Gambia Bar Association*

## **11:00 – 11:20: Coffee Break**

## **11:20 – 12:20: Plenary Session 8: Perspectives on Competition Enforcement: Bridging Regulators, Businesses and Legal Practitioners**

*Moderator: Ms. Sandya Booluck, Executive Competition, ENS.*

**Keynote Address** (10 mins): A multi-stakeholder dialogue on how competition law is experienced in practice.

*Speaker: Mr. Vivien Terrien, Vice-President of Autorité de la Concurrence France.*

**Panel Discussion:** Business perspective: regulatory burden vs predictability, Lawyers' perspective: clarity of rules and enforcement procedures, Regulators' perspective: enforcement challenges and market realities; Building trust between authorities and market participants; Reform priorities to improve effectiveness and cooperation.

*Panelists: Mr. Ignace Mossou Niamkey, Regional Director Legal & Ethics of Olam group ♦ Mr. Aminou Akadiri, Executive Director of FEWACCI ♦ Carin Smaller, Executive Director Shamba Centre ♦ Dr. Ken Ukoha, President of NANTS.*

## 12:20 – 13:20: Plenary 9: Strengthening Judicial Enforcement of Competition Law for Fair and Competitive markets.

**Moderator:** Dr. Julius Spencer, Fmr. Minister of Information, Communication, Tourism and Culture of Sierra Leone.

**Keynote address** (10 mn): How courts interpret and apply competition rules to address anti-competitive practices such as cartels, abuse of dominant positions, and other market distortions that undermine fair trade and consumer welfare.

**Speaker:** Prof. Frederic Jenny, Emeritus Professor of Economics, ESSEC Business School

**Panel Discussion:** Examining how courts understand and apply core competition principles such as cartels, abuse of dominance, and mergers; Addressing the challenges of assessing complex economic and technical evidence in competition cases, Balancing independent adjudication with effective coordination between regulators and the courts.

**Panelists:** Hon. Justice Nnamdi Dimgba, PhD, Court of Appeal, Nigeria ♦ Hon. Justice Henrietta Didigu, Judge, ECOWAS Court of Justice ♦ Dr. Euloge Akpo, Fmr. Judge at UEMOA Court of Justice ♦ Hon. Justice David Unterhalter, Judge of Appeal at the Supreme Court of Appeal, South Africa

## 13:20 – 13:50: Closing Panel

The Future of Competition Policy and Market Integration in ECOWAS - Priorities for Action

**Moderator:** Dr. Francisca Kusi-Appiah, Vice-Dean, School of Law, University of Professional Studies, Accra, Ghana.

**Key lessons from the conference and emerging consensus** (5 to 8 mins):

Priority reforms for strengthening competition enforcement in ECOWAS; Enhancing cooperation between ERCA, national competition authorities, and sector regulators; Building effective institutions, technical capacity, and compliance cultures; Competition policy as a driver of regional integration, investment, and economic transformation; The ERCA roadmap: immediate, medium-term, and long-term priorities.

**Panelists:** Ms. Teresa Morera, Fmr. Head of UNCTAD Competition Division ♦ Mr. Said Kechida, OECD ♦ Dr. Simeon Konan Koffi, Executive Director of ERCA.

## 13:50 – 14:15: Official Closing Ceremony

- Conference Declaration by Dr. Simeon Konan Koffi, Executive Director of ERCA.
- Address by Mr. Dehpue Zou, Commissioner for Economic Affairs and Agriculture.
- Remarks by Mr. Mod K. Ceesay Hon. Minister of Trade, Industry, Regional Integration, and Employment.

**14:15 – 15:00: Lunch.**

**15:00 – 17:00: Cultural and Tourist Site Visit**

**End of Conference**

## LIST OF ACRONYMS AND ABBREVIATIONS

| Acronym            | Description                                                                                          |
|--------------------|------------------------------------------------------------------------------------------------------|
| <b>AfCFTA</b>      | African Continental Free Trade Area                                                                  |
| <b>ARTCI</b>       | Autorité de Régulation des Télécommunications de Côte d'Ivoire                                       |
| <b>AU</b>          | African Union                                                                                        |
| <b>BCLP</b>        | Bryan Cave Leighton Paisner (International Law Firm)                                                 |
| <b>CARICOM CC</b>  | Caribbean Community Competition Commission                                                           |
| <b>CCC</b>         | Consultative Competition Committee (of ERCA)                                                         |
| <b>CEMAC</b>       | Economic and Monetary Community of Central Africa                                                    |
| <b>CIDEFF</b>      | Research Center in Economic, Financial and Tax Law of the Faculty of Law of the University of Lisbon |
| <b>COMESA</b>      | Common Market for Eastern and Southern Africa                                                        |
| <b>COMESA CCC</b>  | COMESA Competition and Consumer Commission                                                           |
| <b>EACCA</b>       | East African Community Competition Authority                                                         |
| <b>EBID</b>        | ECOWAS Bank for Investment and Development                                                           |
| <b>ECOWAS</b>      | Economic Community of West African States                                                            |
| <b>ENS</b>         | ENSafrica (Pan-African Law Firm)                                                                     |
| <b>ERCA / ARCC</b> | ECOWAS Regional Competition Authority / Autorité Régionale de la Concurrence de la CEDEAO            |
| <b>ERERA</b>       | ECOWAS Regional Electricity Regulatory Authority                                                     |
| <b>ESSEC</b>       | École Supérieure des Sciences Économiques et Commerciales – Business School                          |
| <b>EU</b>          | European Union                                                                                       |
| <b>FCCPC</b>       | Federal Competition and Consumer Protection Commission (Nigeria)                                     |
| <b>FEWACCI</b>     | Federation of West African Chambers of Commerce and Industry                                         |
| <b>GCCPC</b>       | Gambia Competition and Consumer Protection Commission                                                |
| <b>GLN</b>         | Gide Loyrette Nouel (International Law Firm)                                                         |
| <b>ICN</b>         | International Competition Network                                                                    |
| <b>NANTS</b>       | National Association of Nigerian Traders                                                             |
| <b>NCP</b>         | National Commission for Privatisation (Sierra Leone)                                                 |
| <b>NCPC</b>        | National Consumer Protection Commission of Sierra Leone                                              |
| <b>OECD</b>        | Organisation for Economic Cooperation and Development                                                |
| <b>PAOSMI</b>      | Pan African Alliance of Small & Medium Industries                                                    |
| <b>SDKJ-ICC</b>    | Sir Dawda Kairaba Jawara International Conference Centre                                             |
| <b>UEMOA</b>       | Union Économique et Monétaire Ouest-Africaine                                                        |

|                |                                                                     |
|----------------|---------------------------------------------------------------------|
| <b>UNCTAD</b>  | United Nations Trade and Development                                |
| <b>UNIDO</b>   | United Nations Industrial Development Organization                  |
| <b>AfDB</b>    | African Development Bank                                            |
| <b>AI</b>      | Artificial Intelligence                                             |
| <b>AFCAC</b>   | African Civil Aviation Commission                                   |
| <b>M&amp;A</b> | Mergers and Acquisitions                                            |
| <b>NCPC</b>    | National Consumer Protection Commission (Sierra Leone)              |
| <b>NCA</b>     | National Competition Authority                                      |
| <b>PME</b>     | Petites et Moyennes Entreprises (SMEs)                              |
| <b>RCA</b>     | Regional Competition Authority                                      |
| <b>SME</b>     | Small and Medium-sized Enterprises                                  |
| <b>ULB</b>     | Université Libre de Bruxelles                                       |
| <b>UPSA</b>    | University of Professional Studies, Accra                           |
| <b>WAVE</b>    | Women's Association for Women and Victims' Empowerment (The Gambia) |