



RULES OF PROCEDURE

**INQUIRY INTO AUDIO-VISUAL (AV) SERVICE AGREEMENTS IN THE
HOSPITALITY SECTOR IN ZAMBIA**

July, 2026

CONDUCT OF THE MARKET INQUIRY

The Competition and Consumer Protection Commission ("the Commission") is conducting a Market Inquiry into the Audio-Visual (AV) Services Market in the Hospitality and Conferencing Sector in accordance with the provisions of **Part V of the Competition and Consumer Protection Act, as amended by the Act No. 21 of 2023 ("the Act")** and **Part III of the Competition and Consumer Protection (General) Regulations, 2011**.

The Inquiry is undertaken pursuant to the Commission's statutory mandate to review the operation of markets in Zambia, examine trading practices pursued by enterprises, assess the state of competition within markets, promote consumer welfare, and identify any market features that may prevent, restrict or distort competition or give rise to unfair trading practices.

In conducting the Inquiry, the Commission will observe the principles of procedural fairness, transparency, impartiality and accountability as required under the Constitution of Zambia, the Administrative and Procedural Guidelines, 2014, and the Act. The Commission is committed to providing all interested stakeholders with a fair and reasonable opportunity to participate in the Inquiry and contribute to its findings.

The Market Inquiry is a sector-wide assessment and does not constitute an investigation into the conduct of any particular undertaking. Rather, it seeks to assess whether structural, behavioral or regulatory features of the market adversely affect competition, market efficiency or consumer welfare.

GATHERING INFORMATION

The Commission will employ various methods to obtain information relevant to the Inquiry. In accordance with Regulation 4 of the Competition and Consumer Protection (General) Regulations, 2011, the Commission may invite submissions from interested parties and may exercise its investigative powers under the Act where necessary to obtain information relevant to matters covered by the Inquiry.

The information gathered will assist the Commission in assessing the structure, conduct and performance of the AV services market and in testing information already in its possession.

Participation in the Inquiry may include, but will not be limited to, the following stakeholders:

1. Hotels, lodges and hospitality establishments offering conference and event facilities;
2. Conference centres, convention venues and exhibition facilities;
3. Independent Audio-Visual (AV) service providers;
4. Preferred or contracted AV service providers;
5. Event organisers and event management companies;
6. Corporate organisations and institutional customers procuring AV services;
7. Industry and professional associations;
8. Regulatory authorities;
9. Any other individual or organisation with information relevant to the Inquiry.

METHODS OF INFORMATION COLLECTION

The Commission may collect information using any lawful means available under the Act. These may include:

1. Written submissions responding to the Terms of Reference;
2. Requests for Information (RFIs) issued to identified market participants;
3. Structured questionnaires and surveys administered to stakeholders;
4. Collection and review of contracts, agreements, procurement policies, pricing schedules and other commercial documents;
5. Individual consultations, meetings and in-depth interviews;
6. Stakeholder consultative workshops and seminars;
7. Focus Group Discussions with relevant stakeholder groups;
8. Site visits to hotels, conference centres and event venues;
9. Market observations and inspections where appropriate;
10. Review of research studies, industry reports, policy documents, case law and international best practices; and
11. Public hearings where the Commission considers them necessary.

NATURE OF INFORMATION TO BE COLLECTED

Without limiting the scope of the Inquiry, the Commission may request information relating to:

- Exclusive dealing arrangements;
- Preferred-provider agreements;
- Venue access requirements and restrictions;
- Venue access fees and commissions;
- Revenue-sharing arrangements;
- Supplier accreditation requirements;
- Procurement policies and tendering practices;
- Customer referral and recommendation practices;
- Bundling or tying of venue hire and AV services;
- Supplier selection procedures;
- Market shares and market participation;
- Consumer experiences and supplier experiences;
- Service quality and innovation;
- Any other information relevant to competition and consumer welfare within the AV services market.

SUBMISSIONS

Interested stakeholders may submit information to the Commission through written submissions, documentary evidence, oral presentations or appearance before the Commission or any person authorised by the Commission.

Where the Commission receives information containing adverse allegations against any enterprise participating in the market, the Commission may provide the affected enterprise with an opportunity to respond in accordance with the principles of procedural fairness.

WRITTEN SUBMISSIONS

Written submissions shall be signed by the person making the submission or, where the submission is made on behalf of a body corporate, by a duly authorised director, officer, employee or representative.

Submissions may be handwritten or typed and should clearly identify the stakeholder making the submission together with appropriate contact details. Submissions should, where possible, be supported by documentary evidence.

While written submissions should address issues identified in the Terms of Reference, they should not limit if they are other related issues that need to be

addressed. Stakeholders are encouraged to provide any additional information relevant to the Inquiry.

All submissions shall be addressed to:

The Executive Director
Competition and Consumer Protection Commission
Plot 3827 Parliament Road Opposite Mulungushi Conference Centre Olympia
Park
P.O. Box 34919
Lusaka, Zambia

Electronic submissions shall be sent to: zcomp@ccpc.org.zm with the subject line: *"Audio-Visual (AV) Services Market Inquiry"*

DOCUMENTARY SUBMISSIONS

Stakeholders may submit contracts, agreements, procurement documents, policies, correspondence, pricing schedules, reports, invoices, studies, photographs, audio-visual material or any other documentary evidence relevant to the Inquiry. The Commission may also request additional supporting documentation where necessary.

REQUESTS FOR INFORMATION (RFIS)

The Commission may issue formal Requests for Information to selected market participants requiring the production of specified information within the prescribed period. Recipients of RFIs are expected to provide complete, accurate and timely responses.

INTERVIEWS AND CONSULTATIONS

The Commission may invite selected stakeholders to participate in interviews, consultations or meetings for purposes of clarifying information submitted or obtaining additional evidence relevant to the Inquiry.

PHYSICAL APPEARANCE

Where necessary, the Commission may require any stakeholder to appear before it to provide evidence or produce documents relevant to the Inquiry. Persons

unable to prepare written submissions may seek assistance from the Market Inquiry Team.

SITE VISITS

The Commission may undertake site visits to selected hotels, conference centres, convention venues and other facilities to better understand operational arrangements, procurement practices, venue access procedures and the practical operation of contractual arrangements between hospitality establishments and AV service providers.

Site visits shall be conducted in consultation with the relevant stakeholders.

ACTIVITIES OF THE INQUIRY

The Inquiry will broadly be conducted in the following phases:

Phase I – Inception and Scoping

- Stakeholder mapping;
- Development of inquiry framework;
- Preparation of questionnaires and RFIs;
- Development of work plans.

Phase II – Information Gathering

- Written submissions;
- Requests for Information;
- Surveys and questionnaires;
- Interviews;
- Stakeholder consultations;
- Site visits;
- Collection of contracts and commercial information.

Phase III – Market Analysis

- Market structure;
- Market concentration;
- Commercial relationships;
- Preferred-provider arrangements;

- Exclusive dealing;
- Venue access restrictions;
- Barriers to entry and expansion;
- Pricing practices;
- Consumer choice;
- Market efficiency;
- Competition concerns; and
- Consumer welfare effects.

Phase IV – Reporting

- Preliminary Findings;
- Stakeholder Consultation Report;
- Final Market Inquiry Report;
- Policy Recommendations;
- Regulatory Recommendations;
- Advocacy Recommendations; and
- Enforcement Recommendations where appropriate.

8. Confidential Information

The Commission will collect information through written submissions, Requests for Information, questionnaires, interviews, testimony and any other lawful means. The treatment of confidential information shall be governed by the Act and the Administrative and Procedural Guidelines, 2014.

Any stakeholder claiming confidentiality over information submitted shall:

- Clearly identify each confidential document or portion thereof;
- Mark all confidential information appropriately;
- Submit a written confidentiality claim explaining the basis for confidentiality; and
- Demonstrate that the information falls within the definition of confidential information under Section 2 of the Act.

The Commission reserves the right to determine whether information claimed to be confidential qualifies for confidential treatment under the Act.

STAKEHOLDER ENGAGEMENT

Throughout the Inquiry, the Commission may engage stakeholders through:

- Public notices;
- Requests for further submissions;
- Workshops;
- Consultative meetings;
- Public hearings;
- Bilateral meetings;
- Industry roundtables;
- Focus group discussions; and
- Publication of provisional findings for stakeholder comment where appropriate.

CONCLUSION OF THE MARKET INQUIRY

In accordance with **Section 41 of the Act**, the Commission shall, upon completion of the Inquiry, publish its findings in a newspaper of general circulation in Zambia.

Where the Commission concludes that market features, contractual arrangements or commercial practices have the effect of preventing, restricting or distorting competition or adversely affecting consumer welfare, it may institute appropriate proceedings under the Act. Where the Commission determines that existing legislation or regulatory arrangements are inadequate to address identified competition or consumer protection concerns, it may recommend amendments to relevant laws, regulations or policies to promote competitive, efficient and fair market outcomes within Zambia's Audio-Visual Services Market.