

- CCPC wins the 2017 World Bank, ICN Award for Competitive Neutrality

Table of Contents

03	CCPC to head International Consumer Protection Network
04	World Consumer Rights Day "Consumer Rights in the Digital Age"
05	Six Bakeries fined on the Copperbelt for Price Fixing
06	CCPC wins the 2017 World Bank, ICN Award for Competitive Neutrality
07	CCPC continues to records high increase in consumer complaints
08	Commission Fines GOTV 5% of their annual turnover
09	Be vigilant in protecting consumers from Unfair Trading Practises
10	CCPC School Clubs Debate "Consumer Rights in the Digital Age"
11	Spar loses appeal against CCPC
14	Chieftainess Kabulwebulwe commends CCPC's Mandate, pledges all-out support
15	CCPC seizes goods worth over K9, 000 in Eastern Province
16	CCPC Staff Welfare donates to Rufunsa Girls Technical High School learner
17	Compliance Program for Lusaka Stock Exchange and Stockbrokers
18	Towards inclusive E-Commerce for Developing Countries
20	CCPC Conducts a Customer Service Training to Shoprite and Hungry Lion Workers
22	CCPC educates Women on Consumer Rights and obligations

For any information, contact;
The Executive Director,
Competition & Consumer Protection Commission
4th Floor main Post Office Building,
P.O. Box 34919, Lusaka
Telephone: +260 222 775 / 222 787
Toll Free line: 5678, Fax: +260 211 222 789
Email: zcomp@ccpc.org.zm
Website: www.ccpc.org.zm

Authored by: Namukolo Kasumpa
Edited by: Brian Lingela (DCP) and Vestus Chungu (DFA)
Follow us on
facebook: www.facebook.com/competition-and-consumer-protection-Zambia
Website: www.ccpc.org.zm

CCPC to head International Consumer Protection Network

The Competition and Consumer Protection Commission (CCPC) has been elected the 2018 President of the International Consumer Protection and Enforcement Network (ICPEN), becoming the first African country that will head the organisation in twenty-five years (25).

The election follows Zambia's bid to take over the leadership of the world's leading consumer protection and enforcement network from Turkey in 2018.

In congratulating the Commission, Ministry of Commerce, Trade and Industry Permanent Secretary, Kayula Siame said the Commission's election demonstrates the confidence the world has in Zambia's consumer protection drive.

"As Zambia takes leadership of the International Consumer Protection and Enforcement Network, it will have a positive impact on business and consumer confidence," she noted.

Zambia received a unanimous and unopposed vote by the 119 delegates from 43 mostly developed countries attending the ICPEN High Level Meeting and Annual Conference in Berlin Germany from 26th to 28th April, 2017.

Speaking when she announced the decision, current ICPEN President Dr. Ilona Ulich of Germany said Zambia had fulfilled the network's requirements to host the 2018/2019 Presidency and expressed confidence that she would bring regional balance to the network's programmes.

"Since there is no objection to Zambia's bid and considering that we have not received competing bids, Zambia has therefore been elected President for the 2018-2019 tenure. It's high time we have an African Presidency of ICPEN," she said.



CCPC Executive Director making a presentation during ICPEN Annual Conference



And in accepting the election, CCPC Executive Director Chilufya Sampa expressed gratitude to ICPEN for the confidence bestowed in the Commission to provide leadership to an international network.

Mr. Sampa said being the first African country to lead ICPEN since its inception in 1992, Zambia through the Commission would leverage its position in the Southern Africa Development Community and Common Market for Eastern and Southern Africa (COMESA) regions to grow the network and influence the participation of other African countries in the organisation.

"This will further instil confidence among African countries to take up leadership roles at international level and ensure that global consumers are adequately protected," he said.

Mr. Sampa said Zambia has received the challenge to drive the Global Consumer Protection agenda during its Presidency and was confident of meeting the expectations of the Network.

Initial focus for the Commission would be on Online Services and mobile Financial Services, issues that appear to be affecting most African countries. Currently, Egypt, Nigeria, Kenya and Zambia are the only African countries that are members of ICPEN.

Prior to becoming a member of ICPEN in 2013, Zambia maintained a Partnership status without voting rights for two (2) years.

ICPEN is an international organisation of Consumer Protection agencies from over 60 countries that seek to protect consumers' economic interests around the world, share cross border information and practices affecting consumers and promote global cooperation among consumer protection and law enforcement agencies.

World Consumer Rights Day

“Consumer Rights in the Digital Age”

Then acting Minister of Commerce Trade and Industry, Honourable Christopher Yaluma MP has says Information and Communication Technology (ICT) was at the centre of sustainable economic growth and development and that Government remained committed to ensuring that there is readily available access to affordable ICT services for all Zambians.

Speaking during the Commemoration of the 2017 WCRD on 15th March running under the theme “Consumer Rights in the Digital Age” at Levy Business Park in Lusaka, Hon Yaluma MP said the theme for this year came at a crucial time when digitalisation was taking centre stage in the business world.

“Almost all services we get are now digitalised, these include banking services, telecommunication services, school enrolments, business registrations, to mention but a few etc. Research also indicates that over 3 billion, accounting for forty (40) percent of the World’s population is now online compared to the one (1) percent in 1995 and in the Zambian context, there equally is an improvement in the number of people having access to online services,” Hon. Yaluma said.

The Minister stated that access to Information and Communication Technology was a priority for Zambian Government and that they were cognizant of the fact that the rural parts of the country still faced challenges in accessing ICTs.

“Government through Zambia Information and Communications Technology Authority (ZICTA) and other like-minded institutions has been working on a number of projects to ensure access to ICTs for all Zambians,” Hon Yaluma said.

He added that while consumers undoubtedly benefited from increased access, choice and convenience that these technologies deliver, questions remained about how to improve the quality of services, which online services consumers can trust, what happens to the data they share online as these are the questions that this year WCRD day theme is trying to address.

“Suffice to mention that digitalisation has not only raised new and exciting opportunities for consumers, but also challenges that regularly require increased attention from a regulatory perspective. Consumers are confronted with new issues brought about by the

wider availability of new information and communication technologies. Therefore, formulating pro-active policies and effective regulation is essential in order to protect the rights of consumers in a digital environment,” Hon Yaluma noted.

The Hon Minister called for strengthened collaboration among key stakeholders such as the Zambia Information and Communications Technology Authority, the Bank of Zambia, Competition and Consumer Protection Commission, Zambia Bureau of Standards, the Competition and Consumer Protection Tribunal, service providers, law enforcement authorities and other stakeholders to review the legal and regulatory framework governing digital services.

Speaking at the same event, Consumer Unity and Trust Society (CUTs) Centre coordinator Chenai Mukumba said this year WCRD theme was a campaign against any behaviour that threatened, ignored or abused the principals of consumer protection with regards to consumer rights in the digital age.

Mukumba added that digital technologies contributed to improvement in the quality of



Acting Minister of Commerce, Trade and Industry (red tie) Hon. Christopher Yaluma standing next to CCPC Board Chairperson Kelvin Fube Bwalya (white cap) as they sing the national anthem during the WCRD

Continued...

World Consumer Rights Day

“Consumer Rights in the Digital Age”

people’s lives in many ways as they facilitated the free exchange of ideas, increased access to information, offered new services including new business models.

“However, despite the benefits of the new age technologies, it is imperative to ensure that the rights of the consumers are protected by embracing a fair balance between the consumer and service providers. Basically, the consumer rights include the right to safety, right to be informed, right to consumer education, right to choose, right to remedy, right to privacy, right to accurate billing, right to responsive Regulatory Authority, right to access basic Information Communication and Technology services and the right to be heard” she stated.

Mukumba concluded by saying that consumers should be fully aware of specific risks and new threats so that they can enter the digital market as equal partners and make well informed decisions.

Prior to the 15th of March’s activities the National Organizing Committee introduced a multimedia approach in sensitizing the masses. The build up to the commemoration was characterized by a hive of activities such as Radio and Television programs, creation of WCRD Facebook page, Road shows, Exhibitions in shopping malls and School Club Debates

A media press briefing was also conducted a month before the commemoration where the Chairperson of the National Organising Committee, Mr. Edgar Maluzi, Consumer Protection Manager from ZICTA, called upon consumers to report any violations of their rights and take advantages of the planned activities to get information on their rights in the digital age from the various institutions participating.

Six Bakeries fined on the Copperbelt for Price Fixing

The Board of Commissioners of the Competition and Consumer Protection Commission (CCPC) has fined six (6) bakeries on the Copperbelt Province 5% of their Annual turnover each for Price Fixing of bread in 2015.

economy. The most affected victim is always the consumer. In this case consumers on the Copperbelt were deprived of competitive bread prices and choice.

In a speech read on his behalf by



CCPC Board of Commissioners and Executive Director during the Media briefing

The Decision was made during the 24th Board of Commissioners meeting for the Adjudication of Cases held recently after a Commission initiated investigation which found that some bakeries on the Copperbelt had simultaneously adjusted bread prices around the same time and within the same parameters.

The 6 bakeries namely; G&G Bakery Limited, Ceres Bakery Limited, Luanshya Bakery Limited, Princes Bakery Limited, Mbukulu Bakery Limited and Star Bakery Limited all increased the price of bread and other confectioneries by as much as twenty three percent (23%). This anti-competitive practice affected the poorest of the poor on the Copperbelt because this price adjustment was a significant amount when compared to their income considering that bread is a daily staple food for most of our people in Zambia.

Cartels by their very nature eliminate or restrict competition and consequently have an adverse effect on both consumers and the

Commissioner Aubrey Chibumba at a Media Press briefing, CCPC Board Chairperson Kelvin Fube Bwalya said It was very disheartening to note that in this challenging economic environment, businesses could take advantage of consumers in general and the poor in particular to deprive them of the little hard earned income.

He said it was the therefore, the responsibility of the Commission to defend the Rights of the victims of Cartel conduct, by Fining the bakeries as their agreement to increase the wholesale prices of bread was Anti-competitive.

“As board of commissioners it is our view that it restricted competition by object and therefore in violation of section 8 and 9 (1) a of the competition and consumer protection act,” Bwalya said.

He added that the bakeries had since appealed against the board decision and the matter was currently being heard in the Subordinate Court in Kitwe and would also appear before the Competition and Consumer Protection Tribunal soon.



The International Competition Network (ICN) in conjunction with the World Bank has for the second year running awarded the Competition and Consumer Protection Commission (CCPC) with the World Bank/ICN Award for its efforts in levelling the playing field through competitive neutrality in the world.

The Commission was awarded the recognition, for its contribution to bettering markets in Zambia through its competition interventions and elevating Competition Policy to the Economic Policy Agenda of the world.

The Award was presented at the 2017 International Competition Network Annual Conference that took place from 10th to 12th May 2017 in Portugal where the Commission received the Winners Prize.

The Commission together with Australia scooped the first prize in the theme dubbed “levelling the playing field through competitive neutrality or by elevating competition policy to the economic policy agenda” while Canada got an honorary mention for its contributions to the body of competition enforcement.

The Commission was first awarded last year on the grounds that it

was the best among Competition Authorities that were advocating for Competition in key domestic markets globally.

Accepting the award on behalf of the Commission, CCPC Chief Investigator Mergers and Monopolies, Parret Muteto, thanked the World Bank and ICN for recognizing the Commission’s work and its efforts in improving the Zambian economy.

Muteto stated that this recognition served to strengthen the

Commission’s resolve in ensuring that companies which operate in markets open to competition abide by the competition principles.

He added that the Commission remained committed in discharging its mandate and ensuring that markets worked to the advantage of the ordinary Zambians.

The three (3) days’ Conference saw Competition Authorities across the World gather to share different techniques and practices used to enforce competition law.

During the Conference, the Commission gave a presentation on how it managed to contribute to improving markets on the Zambian Pay Television Sector by disbanding the foreclosure relationship between Zambia National Broadcasting Corporation (ZNBC) and Multichoice Africa Limited in 2015.

The Commission cited the ZNBC and Multichoice case as one of the cases that had a negative impact on the economy as it limited consumer choice and stifled competition, as has been evidenced by a number of new entrants on the market since CCPC’s intervention.

The Commission is the only African Authority to win the heavily contested award amongst all the authorities which entered the awards.



Legal Officer Malibase Mtonga poses with the Award



CCPC continues to records high increase in consumer complaints



Chilufya Sampa - CCPC Executive Director

The Competition and Consumer Protection Commission (CCPC) has continued to record an increase in the number of consumer cases resolved from 275 in 2011 to 1,957 in 2016.

Speaking in an interview, CCPC Executive Director, Mr. Chilufya Sampa, said that the notable increase in the cases recorded was as a result of massive awareness programs and campaigns by the Commission on consumer rights and obligations, in accordance with the Competition and Consumer Protection Act No.24 of 2010.

He noted that the majority of complaints received continued to stem from defective` goods especially electrical and electronic products and warned suppliers of goods and services to desist from selling defective and substandard products.

“The majority of complaints we receive stem from defective` goods especially electrical and electronic products. Other complaints were mainly on poor service delivery such as unsolicited life insurance cover and failure to supply services within a reasonable time” Mr Sampa said.

He further stated that the Commission had commenced drafting of Guidelines in Warranties and Guaranties as a preventative measure of deterring traders from conducting Unfair Trading Practices against consumers.

Mr. Sampa added that the Commission had also embarked on a number of different strategies all aimed at inculcating a culture of competition and consumer awareness amongst consumers in the country.

“The Commission has continued to conduct Provincial Sensitizations and Advocacy Tours with a number of activities such as drama performances, talks in schools/ colleges, talks with traditional leaders and their subjects in chiefdoms and villages, markets sensitization’s, television and radio programs aimed at educating both traders and consumers and the holding of stakeholder workshops to promote compliance with the Act” Mr. Sampa Said.

He added that the promotion of Competition and Consumer Protection in the economy was not to hinder business growth, but aimed at creating a conducive market environment for all players in the economy.

Commission Fines GOTV 5% of their annual turnover

The Competition and Consumer Protection Commission Board of Commissioners has directed that GOTV Zambia Limited be fined 5% of their annual turnover for violation of Section 45 (a) of the Act and to desist from misleading consumers into buying bouquets that have lesser channels than what is advertised.

The Board also decided that GOTV Zambia Limited be directed to charge consumers only for channels provided for each bouquet and should indicate through its agents, advertising materials and any other media that the number of channels per bouquet may vary depending on the location.

This was in a case in which, on 18th February 2016, the Competition and Consumer Protection Commission (Commission) received a complaint on alleged Unfair Trading Practices against GOTV Zambia. Specifically, it was alleged that GOTV was

providing less channels to subscribers from other provinces such as the Copperbelt as compared to subscribers in Lusaka for the GOTV Extra bouquet but charging the same K85.00 (now K90.00).

The complainant alleged that in Lusaka, customers were paying K85.00 for forty-seven (47) channels while customers in Kitwe were paying the same amount for thirty-five (35) channels. It was alleged that the number of channels were not always all available as at times fewer than (35) channels were received.

The Commission investigated the matter pursuant of Section 16(1), Section 16 (2)(C) Section 45(A) and Section 46 of the Competition and Consumer Protection Act, No.24 of 2010 ("the Act").

The Board delivering its decision indicated that GOTV being in a dominant position applied

dissimilar conditions to equivalent transactions but that it however, did not possess sufficient market power as to be considered to be abusing its dominant position.

The Board further stated that GOTV was misleading consumers by advertising that they were offering a minimum of thirty four (34) channels for the K90 bouquet whereas in some areas customers received as low as twenty six (26) channels.

GOTV Zambia Limited was further directed to provide a free service for the GOTV Extra Bouquet for three months in all affected broadcasting zones for all its affected clients.

The Commission's investigation was against GOTV, a player in the pay television market whose shareholders are ZNBC and Multichoice Africa Ltd.

CCPC Board Fines Stock Brokers and LUSE

The Competition and Consumer Protection Commission (CCPC) Board of Commissioners has fined some stock brokers and the Lusaka Stock Exchange (LUSE) for collusion. This followed the conclusion of investigations into restrictive business practices by stock brokers and LUSE when setting brokerage commissions.

The Commission instituted investigations following a complaint concerning allegations of restrictive business practices by Stock brokers. The Complainant issued an invitation to bid for brokerage services to which a number of stock brokerage companies submitted their bids and their brokerage fees ranged from 0.100% to 0.125% of the transaction value.

The Complainant after evaluating bids received, opted to transact at the lowest transaction fee obtaining on the market. The Complainant in a meeting offered business to all stock brokers who were willing to transact at a fee of 0.100% of transaction value which was the lowest bid price received.

They further submitted that the stock brokers namely; allegedly had a closed-door meeting where they resolved to withdraw all bids earlier submitted which threatened the conclusion of the transaction.

An investigation conducted by the Commission revealed that this conduct by stock brokers to agree and withdraw bids led to collusion. The Board of Commissioners therefore, directed that the stock

brokers that submitted bids be fined 3 % of their respective annual turnovers for engaging in an anti-competitive agreement to withdraw bids and fixing prices for brokerage services which violated Sections 8 and 9 (1) (a) and (e) of the Act.

The Commissioners further directed that stock brokers that did not submit bids be fined 2% of their respective annual turnovers for participating in a meeting which resolved an anti-competitive agreement to withdraw bids for those that had submitted and open new negotiations via LuSE a conduct which violated Sections 8 and 9 (1) (a) and (e) of the Act.

The stock brokers were directed to refrain from engaging in any anti-competitive agreements in future transactions.

Be vigilant in protecting consumers from Unfair Trading Practises



Central Province Minister (red tie) pose for a picture with CCPC Officers during the tour of Central Province

Central Province Minister Honourable Sydney Mushanga has called on the Competition and Consumer Protection Commission (CCPC) to be vigilant and continue with its noble mandate of safe guarding competition and protecting Consumers from Unfair Trading Practises.

Speaking when a team of CCPC officers paid a courtesy call on his office during a sensitization and advocacy tour of Central Province Mr Mushanga said both anti- competitive and unfair conducts on the markets had the potential to erode consumer welfare in the country.

“The continued supply of expired and unsafe food products to consumers on the market especially in rural areas is extremely worrying and we really need concerted efforts from stakeholders to stomp out the vice” Mr Mushanga noted.

Mr Mushanga further urged traders to desist from engaging in unfair trading prices by not selling expired, defective and poorly labelled products. He also called on traders to always endeavour to put prices on various products and services they deal in.

The tour covered all districts of Central Province and was aimed at sensitizing consumers about their rights and obligations which the Commission views as the first

step towards achieving sustainable Consumer Protection.

“The sensitization tour created a platform for consumers to fully understand and appreciate their rights, hence resulting in effective enforcement of the Act and consequently complimenting the Commission’s efforts in executing its mandate” said Rhoyd Banda who is CCPC Central Province Investigator.

He explained that the Commission had outlined a number of consumer education activities in the province, which included live radio programmes, giving talks to traders at markets, schools and trade associations, meetings with traditional and civic leadership and inspections of trading places among others.

Banda further advised consumers to take time to read and understand the information that is provided on labels for various products before making a purchasing decision as the consequences of not reading could be detrimental and to some extent fatal.

The Commission also seized assorted items worth K14, 021.50 during the tour. The items included polony, buttercup margarine, soft drinks, tomato sauces, biscuits, maheu, juices, milk, baked beans, chocolate sweets and soaps which had expired and were not properly labelled and therefore did not comply with Section 50 of the Competition and Consumer Protection Act No 24 of 2010 and the Food and Drugs Regulations under the Food and Drugs Act Cap 303 of the Laws of Zambia.

Another notable product seized was Master Naks Cheese Nik Naks (jiggies), a product still being investigated by the Commission for having two expiry dates namely August 2016 and August 2018 therefore, potentially unsafe for sell to Zambian consumers.

Banda explained that the seizure of the goods was conducted in collaboration with Health Inspectors in the districts whose main focus was on display of disclaimers, consumer product safety and consumer product information.

The districts visited during the tour where Itezhi tezhi, Mumbwa, Kabwe Kapiri Mposhi and Mkushi.



Seized nik naks during Central Province inspections

CCPC School Clubs Debate

“Consumer Rights in the Digital Age”



World Consumer Rights Day debate at David Kaunda School

The effort to educate the youth on their rights in the digital age could only be achieved with the help of youths themselves, hence the Commission this year involved the CCPC Secondary School clubs in the commemoration of the World Consumer Rights Day (WCRD) running under the theme “Consumer Rights in the Digital Age”

Thirteen (13) schools were encouraged to debate on various consumer rights concerns in the digital age with topics cutting across all sectors of the economy.

The Lusaka based schools that participated in the debate were Munali Girls Secondary School, Munali Boys Secondary School, St Mary’s School, Leopards Hill School, Lusaka GRZ High School, Matero Girls secondary school, Arakan Boys Secondary School, David Kaunda Technical High School, Libala High School, Kamulanga High School, Matero Boys Secondary School, Northmead Secondary School and Nyumba Yanga Secondary School. The debate culminated in eight (8) schools proceeding to the quarter finals.

The Competition and Consumer Protection Commission (CCPC) has observed that the explosion and rapid uptake of Information and Communication Technologies (ICTs) has created unprecedented opportunities for children and young people to communicate, connect, share, learn access information and express their opinions on matters that affect their lives and communities.

However, this opportunity has brought with it challenges such as children being exposed to cyber bullying and obscene material raising the need to protect the vulnerable children from potential risks associated with internet and communication services through educating them on their rights in the digital age.



Pupils pose during World Consumer Rights Day debate at David Kaunda School

Spar loses appeal against CCPC

The debates were structured in three sessions and the following 8 schools competed head to head in the quarter finals; Munali Girls Secondary School, Munali Boys Secondary School, St Mary's School, Leopards Hill School, Arakan Boys Secondary School, Libala High School, Matero Boys Secondary School and Northmead secondary School.

The tightly contested debate saw Leopards Hill School, St Mary's School, Arakan Boys Secondary School and Matero Boys Secondary securing their places for the semi-finals. Arakan Boys Secondary School scooped first prize in the debate competition and Leopards Hill School were second runners up. Various prizes were given to the winners and participants.

All participants in the semi and finals were issued with Certificates of Attendance as well certificates of Achievements to outstanding performers such as best speakers. The Commission has identified schools as key stakeholders in enhancing consumer rights awareness and will continue to involve them in sensitization activities.

Prior to the event WCRD National Organising Committee which includes ZICTA, PIA, CCPC, ZABS, ZWMA, NWASCO, ZAMRA, CUTs, LCC, RATSA, Barclays, BOZ, AIRTEL, ZESCO and ZNBC were tasked to device six (16) questions from their respective mandates in line with the WCRD theme. On the other hand pupils researched for answers using materials provided by the same institutions such as brochures and company websites and Facebook pages.



The Competition and Consumer Protection Tribunal on the 14th February 2017 dismissed an appeal by Spar Zambia against the Competition and Consumer Protection Commission (CCPC) Board of Commissioners' which decided that the retail operating company be warned for Unfair Trading Practises.

The Board determined that Spar Zambia had breached Section 51(1) of the Act which reads that "A person or enterprise shall not charge a consumer more than the price indicated or displayed on a product or service" consequently, the Board directed that Spar Soweto refunds the Complainant K5.00 and be "warned" for breaching the Act as any future breach of the above Section will attract a fine of 0.5% of the annual turnover.

Spar Zambia being dissatisfied with part of the Board decision, decided to appeal to the Tribunal. However on appeal, the Tribunal found the case in favour of the Commission and observed that from the evidence submitted by both the Spar Zambia (the Appellant) and the Commission respectively, it was clear that the Spar had breached section 51(1) of the Competition and Consumer Protection Act.

The Tribunal in delivering its judgement indicated that they were

of the considered view that the penalty of 'a warning' invoked by the Commission was not supported by the Act in the sense that subsection 2 of section 51 mandatorily prescribed as a penalty a fine of not more than 10% of the offender's annual turnover.

The Tribunal accordingly directed the Commission to impose an appropriate fine on Spar Zambia based on the prescribed penalty in accordance with section 51(2) of the Act and the Fines Guidelines.

This is a case where the Commission received a complaint from Mr. Danny Kaluba against Spar Zambia alleging that on 13th December 2015, he went to the Spar Soweto to buy 500ml Ilya Sour Milk and that the price displayed on the product in the shop was K3.30 but when he went to pay at the counter, he was charged K5.00.

Mr Kaluba further alleged that he complained about the price to the cashier who referred him to the Store Manager. Upon complaining to the Store Manager, he was asked to complain to the Floor Manager who was not around at the time. The Complainant alleged that he asked the Manager to redress him but the Store Manager failed to redress his problem.

Photo focus



CCPC Board Chairperson Kelvin Fube Bwalya awards debate winning pupils during WCRD Commemorations in Lusaka



CCPC Public Relations Officer Namukolo Kasumpa engaging pupils during a school sensitization program



Acting Minister of Commerce Hon Christopher Yaluma MP visiting CCPC stand during WCRD commemorations in Lusaka



CCPC officers take a moment to pose with teachers of St Steven Lwisha Secondary School



Livingstone officers commemorate World Consumer Rights Day



CCPC market sensitization in Eastern Province



CCPC Commissioners and Directors leading the WCRD match past



CCPC Road Show in Matero during WCRD Commemoration



Luapula Province Investigation Officer Mwate Nampemba awards St Clement pupils during a CCPC Essay Competition



Joint Team of CCPC and Chinsali Local Council officers look on as seized drinks are disposed of



CCPC Executive Director, Chilufya Sampa awards Kabwe Administrate Assistant Prudence Phiri for High Performance



Commission Members of Staff during Health Day Celebrations



From Left to Right CCPC officers, Joseph Mutale, Inonge Mulozi and Maikisa Ilukena during Public Service Day exhibitions



Mwate Nampemba explaining Commission mandate to young consumers.



From left to right, PRO-Namukolo Kasumpa, CIMM-Parret Muteto and SI-Natalie Nakazwe



Chieftainess Kabulwebulwe commends CCPC's Mandate, pledges all-out support

Senior chieftainess Kabulwebulwe of the Nkoya speaking people of Mumbwa District in Central Province has described the Competition and Consumer Protection Commission (CCPC)'s mandate as esteemed and urged for the Commission not to relent in its efforts to educate consumers on their rights and obligations.

Speaking when CCPC Team paid a courtesy call on her palace before conducting a sensitization talk with her subjects, the traditional ruler said she was humbled and excited to receive the delegation to the chiefdom bearing such valued information aimed at educating both the consumers and traders on their rights and responsibilities.

"I am extremely happy to note that the Government through you the CCPC has taken time to visit my Chiefdom and the Province as a whole sensitizing the public on the Competition and Consumer Protection Act aimed at protecting consumers from Unfair Trading practices and promoting competition," Chieftainess Kabulwebulwe said.

She pledged her Chiefdom's support in the process of having fair and Competitive markets in Mumbwa and other districts in the Province adding that the Commission's mandate was highly esteemed.

Chieftainess Kabulwebulwe reiterated the need for concerted efforts by various stakeholders such as chiefdoms, institutions of learning, civic leadership and consumers themselves if consumer protection was to be achieved.

She however was quick to reiterate her concern over the sale of expired and poorly labelled products in the rural areas and appealed to the Commission to conduct random inspections in trading places across the district.

Meanwhile the CCPC Team comprising of Lusaka Province Investigator, Eunice Hamavhwa, Central Province Investigator Royd Banda, Ministry of Commerce Trade and Industry Economist Ruth Nandazi and the Commission's Public Relations Officer Namukolo Kasumpa, assured her Royal Highness and the people of Central Province that relevant Government

institutions such as the CCPC were already sensitizing consumers and traders on their rights and obligations and the need to desist from buying and selling expired products even if they were sold on cheap promotional prices.

The concerns raised by Chieftainess Kabulwebulwe were echoed by Chief Shimbishi in Itezhi tezhi District and Chief Chikupili in Luano, Mukushi District both of whom expressed sadness at how rural consumers were being victimised due to lack of knowledge on their rights.

The rural sensitization was conducted in March, 2017 in three districts namely Itezhi tezhi, Mumbwa and Mukushi Districts. The programme included lectures with military officials, schools, talks with members of the public in markets and chiefs with their subjects, handing out of Information education Communication (IEC) materials and Radio programs.

CCPC seizes goods worth over K9, 000 in Eastern Province

The Competition and Consumer Protection Commission (CCPC) in collaboration with three Local Authorities in Eastern Province seized assorted goods worth over K9, 000 during a Joint Inspection Operation conducted in over 30 shops in Lundazi, Chadiza and Petauke districts.

The seized items did not meet the minimum required standard for them to be sold to consumers as some products were expired and others had no expiry dates. Other products seized had broken seals and insufficient labeling. Further, some products were defectively packaged which contravened consumer protection provisions as outlined in the Food and Drugs Act Cap 303 of the Laws of Zambia Act as well as the Competition and Consumer Protection Act No. 24 of 2010.

Some of the products seized included vienna sausages, meat products, agro-chemicals and paints.

CCPC Executive Director, Chilufya Sampa explained that the seizure of the goods was conducted during a sensitization and advocacy tour of the Province aimed at sensitizing the consumers on their rights and obligations as well as educating the traders on the various provisions as outlined in the Competition and Consumer Protection Act.

“The main objective of this exercise was to inspect trading premises in selected Districts in Eastern Province with the view of ascertaining the traders’ compliance levels with the Competition and Consumer Protection Act (CCPA) No 24 of 2010 specifically with regards to product labelling, display of disclaimers, price display and product safety,” Mr Sampa Said.

Sampa stated that it had come to the Commission’s attention that there were some Lusaka based unscrupulous distributors who had a habit of supplying unsuitable

products which had exceeded or were close to reaching their shelf life to rural areas.

He warned such distributors that the Commission would not sit idle but endeavour to protect consumers through random inspections.

“We therefore, would like to warn these unscrupulous distributors to desist from engaging in such trade practices as they risk being

prosecuted through the Courts of Law,” Sampa added.

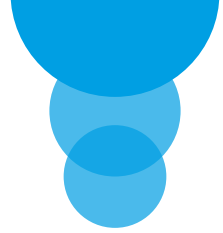
Sampa further advised the traders to abide by the law and desist from engaging in unfair trading practices or any conducts that eroded consumer welfare regardless of the economy sector.

“Notwithstanding this, the Commission wishes to reiterate its warning to the traders to check and ensure that the products they order from their distributors for resale to their consumers were in compliance with the provisions of the law,” advised Sampa.

Sampa also urged consumers to always check for labels and expiry dates on all food and non-food items to ensure the products were at their highest level of quality for their intended use.



Seized goods during inspections on the tour of Eastern Province



CCPC Staff Welfare donates to Rufunsa Girls Technical High School learner

The Competition and Consumer Protection Commission (CCPC) Staff Welfare has continued to plough back into the community by empowering young girls through Secondary Education Sponsorship as a way of bettering their lives and ultimately their communities.

One such beneficiary of the Commission's Social Welfare Sponsorship is Getrude Kalimbwe, a grade eleven pupil at Rufunsa Technical High School (RTHS) currently being sponsored by the Staff Welfare.

RTHS School is located 10km outside Rufunsa Township and is a highly competitive school. The school receives a number of pupils from different geographical locations with excellent academic backgrounds. However, the school also receives a number of pupils who lack sponsorship and are vulnerable.

As part of maintaining its Corporate Social Responsibility (CSR) and commemorating the 2017 International Women's Day, the Commission on 3rd March, 2017 visited Rufunsa Girls Technical High School to donate various items to Getrude Kalimbwe.

In welcoming the CCPC Team, RTHS Matron Clara Nkausu said the school was very grateful for the support towards Getrude and that the donation of groceries and food stuffs would go a long way in bettering her stay in school.

Nkausu stated that in Term Three of 2016, kalimbwe was the second-best student at the school scoring 8 points and described her as a hardworking pupil with a good academic background and she was committed to her school work.

She added that although the school faces challenges in food and medical services, initiatives such as the one shown by the Commission made the burden lighter and easier to bear.

"We face a lot of challenges in providing transport, medical services and even food to our learners but with the help of institutions such as yours the burden is made easier to bear. I urge you to continue supporting this young lady as she is committed towards her education, Nkausu said.

Speaking on behalf of the Commission, CCPC Human Resource and Administration Manager, Beene Siyumbwa, said the Commission

was encouraged and happy with kalimbwe's commitment towards education and her excellent results.

She added that the Commission would continue this empowerment program as it transformed into a healthy lifestyle and financial independence for the young girls.

Siyumbwa concluded by presenting the various items bought by CCPC to Getrude and encouraged her to continue with her excellent academic performance and remain committed to school work.

The items donated to kalimbwe included soaps, groceries and food stuff to meet her daily needs.



CCPC Human Resources Manager Beene Siyumbwa donates various items to Getrude

Compliance Program for Lusaka Stock Exchange and Stockbrokers



Ms Kondwani Kaonga listening ardently during training of Stock Brokers

The Competition and Consumer Protection Commission (CCPC) held a one day training session with the staff of the Lusaka Stock Exchange (LUSE) and the Stock Broking Companies.

This training session which was necessitated by the Commission having investigated a case involving allegations of Restrictive Business Practices against stock brokers, aimed to raise awareness of the Competition and Consumer Protection law in Zambia.

Speaking at the training CCPC Investigator for Restrictive Business Practices, Shadreck Milezhi said that Restrictive Business Practices were practices which companies engaged in that had a negative impact on the business competitive process.

He highlighted the prohibition of anti-competitive agreements which covered a wide range of Restrictive Business Practices such as price fixing, cartels, collusive tendering and market sharing which were the most serious breaches of the law.

Speaking at the same training, CCPC Investigator for Mergers and Monopolies, Kondwani Kaonga said that abuse of dominance did not

exist in abstract, but it happened in the market and that it was visible through the conduct of market players.

She added that the law prohibited certain conduct by one or more firms which amounted to an abuse of dominance position and that dominance was legitimate if it was achieved through genuine innovation, greater entrepreneurial efforts and mergers and acquisitions.

“The effects of having perfect competition results in efficiencies in the allocation of resources, production of quality goods and cheaper prices for goods and services,” Ms. Kaonga stated.

Meanwhile, CCPC Investigator for Consumer Protection Joseph Mutale highlighted the purpose of Consumer Protection Law which was to protect consumers against Unfair Trading Practices by enterprises.

“CCPC through its Directorate of Consumer Protection plays a pivotal role in ensuring that consumers in Zambia are protected against unfair trading practices and unfair contract terms by enterprises,” he said.

Concluding the session was CCPC’s Legal Officer, Malibase Mtonga who stated that the enforcement of Competition and Consumer Protection Law in Zambia was provided for in the Competition and Consumer Protection Act No. 24 of 2010.

She added that the aim of the law was to regulate market failure which in the case of competition law exhibited itself in the form of Restrictive Business Practices, anti-competitive agreements or unilateral conduct.

Ms Mtonga also cited market failure in the case of consumer law which mostly exhibits itself in the form of Unfair Trade Practices.

Restrictive Business Practices are usually in the form of decisions, concerted practices or any agreements, arrangements or understanding between independent enterprises that had the object or effect of substantially lessening competition or limiting access to the market.

The training was conducted on 22nd March 2017 at the Stock Brokers’ offices in Lusaka.

Towards inclusive E-Commerce for Developing Countries

By Brian M. Lingela



Delegates at the United Nations Session on E-Commerce and Consumer Protection in Geneva

Currently, there is a massive proliferation of the digital revolution around the world that has propelled consumers to the forefront of purchasing and selling of goods and/or services via electronic channels. The e-commerce medium amongst consumers in developing countries like Zambia has grown due to increased availability of internet access and the advent of an unprecedented choice of goods and services online from various sources.

Notwithstanding the potential benefits of e-commerce to consumer welfare and the opportunities to diversify national economies, there remains a myriad of challenges with using e-commerce in developing countries. A significant bottleneck that faces developing countries, and particularly in Africa, are costs associated with ICT products and services which remain high for most consumers.

Another key constraint for inclusive

e-commerce in developing countries, is the general lack of consumer trust and confidence in electronic commerce platforms, especially those that border on security concerns.

This was highlighted at a recent United Nations Session on E-Commerce and Consumer Protection in Geneva, Switzerland whose primary focus was e-commerce access and benefit for all by instilling trust, confidence and securing the protection of digital consumers.

Complexity and costs of logistics are a barrier for consumers in developing countries, who are not sure for example whether the products they have purchased online from a provider based in another country will reach them; whether if and when they do, they will work well and will not be defective or unsafe. When they experience a problem, they will not be sure who to approach for redress

and sometimes, what consumers purchase is not what they receive. This means they would be facing challenges to return the goods for either refund or replacement,

Amongst the main advantages of e-commerce is its ability to reach a global market. Unfortunately individual countries have different legal frameworks protecting mostly their home consumers to the exclusion of foreign ones. To this effect, consumer redress becomes almost impossible.

But how can we ensure that consumers in developing countries like Zambia benefit from e-commerce and are protected from unfair business dealings by sellers?

Several measures are suggested.

Firstly, we need to recognize that online consumers need the same level of protection as off-line consumers. What this means is that policies and laws for developing countries must be adapted to the

Continued...

Towards inclusive E-Commerce for Developing Countries

new online consumption habits by our consumers. In Zambia for example, it is gratifying to note that the Minister of Transport and Communications, Honourable Brian Mushimba, MP, intends to introduce an e-commerce Bill to Parliament, which among other things will protect online consumers from unfair trading. Strong legal and regulatory frameworks which ensure that consumers trust online transactions are critical in enhancing inclusive e-commerce.

Secondly, there is need for continued development and implementation of fair, effective, transparent and impartial dispute resolution systems, particularly online dispute resolution. For instance, providers of online services must provide their online consumers of such services as online shopping and online banking with regular and timely information regarding current security risks and effective protective measures. With increased use of electronic and online payment methods, there is need to ensure safety and security of e-commerce transactions by for example having enhanced alert systems to consumers, enhanced fraud detection systems by service providers, and online applications for consumers to block access to bank accounts or reverse transactions in cases where they suspect online fraud.

Thirdly, providing clear information on rights and obligations of business and consumers in the digital marketplace by service providers is critical to having an included consumer base. This enables them make informed digital choices.

Fourthly, developing countries need to improve and increase access to e-commerce technologies for all consumers. Whilst consumers undoubtedly benefit from increased access, choice and convenience that e-commerce delivers, there

are challenges about how to improve the quality of services, including access particularly for rural based consumers in Chiefdoms and local structures. Rolling out infrastructure to rural areas some of which remain unserved remains a key inclusive ingredient for most developing countries. In Zambia for example, it is noteworthy that the Government has earmarked about 500 communication towers to be spread across the country to boost rural mobile communication. Access is therefore necessary to ensure e-commerce access to all.

Fifthly, there is need for developing countries to invest in e-commerce literacy awareness and skills development for both consumers and small businesses particularly on the benefits of e-commerce over the traditional 'brick and mortar' offline commerce. In most of Africa for example, many consumers and even small businesses still insist on Person to Person (P2P) (face to face transactions) either because they do not have the requisite knowledge, skills or simply do not trust doing business via online technology. Educational curricula must incorporate issues of e-commerce so that consumers appreciate its relevance at an early age. E-commerce is here to stay and the more time spent enlightening future consumers, the better.

Lastly, there is need to remove access and entry barriers to wider E-Commerce Sites like Amazon and EBay and development of Africa and developing countries' own home grown e-commerce sites for our consumers. It has been noticed that for a long time, merchants in most developing countries do not have equal access to services offered by the world's largest e-commerce providers. For example, they do not have access to registration on Amazon while on Ebay, one cannot sell but only buy.

Such barriers must be eliminated if consumers in developing countries including Zambia are to benefit from e-commerce. In Zambia, it is noteworthy that Dot Com Zambia, the country's emerging e-commerce platform is investing K10 million in the expansion of a global network that will among other things, provide access to major e-commerce platforms like Amazon and EBay.

For consumers in developing countries such as Zambia to play a role in the attainment of the Sustainable Development Goals (SDGs) it is important to empower them and enhance their confidence in digital markets.



Brian Lingela - CCPC Director Protection

CCPC Conducts a Customer Service Training to Shoprite and Hungry Lion Workers



Shoprite and Hungry Lion employees during CCPC training on Customer Service provision

The Competition and Consumer Protection Commission (CCPC) in its efforts to continue being an advocate for competition and effective consumer protection in Zambia conducted a training on Excellent Customer Service for African Supermarkets' Shoprite and Hungry Lion stores in Livingstone.

Speaking during the workshop, CCPC Provincial Investigator (Southern Province), Chipapa Matyola urged the companies to invest in qualified manpower in order to protect their image.

"The greatest asset of any business is its reputation. As such, it is important for any business to ensure that it invests in qualified manpower to ensure that its image to the

general public through customer service is exemplary," Mr Matyola said.

Matyola noted that it was unfortunate that some customers who bring complaints to traders were viewed as enemies with an objective of disturbing the business.

"I wish to encourage you and other businesses in Zambia to ensure that you take complaints as gifts which provide you with an opportunity to improve the service delivery and create a more focused environment that is open to clear and accurate feedback on complaint processing and resolving," Matyola said.

He noted with sadness that sometimes consumers did not know who to lodge their complaints with

and ended up not being redressed to as they are never told who is in charge of receiving complaints.

"I want to urge you Managers of the business on the importance of providing customers with clear information on how to make and pursue a complaint with a single point of contact. Having a good Customer Management System has a lot of benefits such as reducing the number of complaints, as well as acting as a customer retention mechanism, and bringing about consumer satisfaction which is key to a healthy business image," said Mr Matyola

The Provincial Investigator later gave some customer service tips to the participants which included "a customer is always right, even when not", and that it was not right for a trader to tell a customer that they are wrong.

Mr Matyola further encouraged the traders to respect customers and avoid confrontations even with the seemingly difficult customer.

He also urged the businesses to make things easy for customers by making exchanges, refunds, asking questions and reminding customers to keep receipts safely for future references.

The Commission in Livingstone will continue to engage all stakeholders to ensure that they always value every valid consumer complaint despite how little or much money is involved in a transaction as this is key to the realization of Consumer Protection in Zambia.

The training included all the employees of two (2) Shoprite stores and two (2) Hungry Lion stores based in the city of Livingstone. The training was conducted at the General Manager's request after receiving a Notice of Investigation from the Commission on a complaint.

Business Studies Teachers Association of Zambia (BUSTAZ) receives competition and consumer protection tips

The Competition and Consumer Protection Commission (CCPC) conducted a presentation at the Business Studies Teachers Association of Zambia (BUSTAZ) Conference which was held on 4th April 2017 at the Resource Centre at Kabwe Secondary School to sensitise business studies teachers on Competition and Consumer Protection.

Speaking at the conference, CCPC Provincial Investigator –Central Province Royd Banda implored the teachers to be ambassadors of Competition and Consumer Protection law in their respective schools and communities.

Mr. Banda urged the teachers to advise their administration to adhere to the Competition and Consumer Protection Act especially on restrictive business practices as they were detrimental to consumer welfare.

During the presentation, the teachers raised concerns on the need to introduce a law which would compel the business community to display prices on the products they sell.



The target group comprised the business studies teachers from the sixteen (16) Secondary Schools of Kabwe District.

The presentation was part of CCPC's strategy in raising awareness on the mandate of the Commission using targeted stakeholders such as business studies teachers in disseminating information regarding Competition and Consumer Protection matters.



Teachers listen attentively as Central Province Investigator Royd Banda (above) presents to Business Studies Teachers

CCPC heights Competition law awareness

The Competition and Consumer Protection Commission through the Directorates of Mergers and Monopolies and Cartels and Restrictive Business Practices undertook a competition sensitization campaign through radio and television interviews to the provinces in a bid to promote awareness on competition matters throughout Zambia.

The interviews focused on what constitutes cartel behaviour, abuse of dominance and mergers and acquisitions as well as implications of violating such provisions of the

Competition and Consumer Act No.24 of 2010.

The interviews were a form of advocacy to the public and enterprises operating in Zambia and as such were focused on educating the stakeholders on conduct that would violate the Act and the harm they caused to the economy and trade as well as the penalties for offenders.

During the interviews, listeners brought to the Commission's attention the possibility of price fixing and predatory pricing in the broadcasting sector particularly in

as far as charges for programs and advertisements was concerned.

The Commission noted the need to conduct these programs in order to ensure stakeholder sensitization on competition matters.

The radio programmes were conducted in Central, Copperbelt, North-Western, Western, Southern and Eastern Provinces in March, 2017 during which ten (10) radio interviews and two television programmes were conducted.

CCPC educates Women on Consumer Rights and obligations



James Chalungumana - CCPC North-Western Province Investigator

The Competition and Consumer Protection Commission (CCPC) as part of its Women's Day sensitisation activities attended a Women's Day Gala held at Crossroads Lodge in Solwezi on the 8th March 2017 organized by Pulstactic Zambia Limited, a private events management firm.

The event, which was attended by over 150 guests who were mostly women, was meant to recognize outstanding women achievers in different fields of work and ten (10) outstanding achievers from diverse fields such as banking, mining, hospitality and retail among others were recognized and awarded.

Speaking at the event, North Western Provincial Investigator, James Chalungumana explained the dual mandate of the Commission which is to promote and enhance Competition and Consumer welfare for the benefit of all Zambians.

He further explained the rights and obligations of both traders and consumers highlighting the fact that the Commission aimed to give both

a fair go as they transact with one another.

"It is important that you understand your consumer rights and responsibilities as all of you people attending this event are consumers who have rights and obligations apart from yourselves also being in formal employment or business

where various goods and services were provided," the Chalungumana said.

Information and Education Communication (IEC) Materials in form of brochures were also distributed to all the participants of the event.



Models during the International Womens Day Gala in Solwezi

Appointments

CCPC heartily welcomes new officers to the Commission Family. The four members of staff joined the Commission on 20th March 2017.



**Mr Micheal Chilufya Chota-
Investigator Restrictive Business
Practices**



**Mr Brignot Muzyamba-
Investigator Consumer Protection**



**Mrs Josephine Chanda Katoka-
Investigator Consumer Protection-
Chipata Office**



**Mr Joseph Kaumba-
Investigator Consumer Protection-
Kitwe Office**

HOW TO OBTAIN FURTHER INFORMATION ABOUT CCPC?

Further information about CCPC can be obtained by visiting the Commission offices.
You can also call or write to:

The Executive Director

Competition & Consumer Protection Commission,
4th Floor Main Post Office, Cairo Road,
P. O Box 34919, Lusaka
Tel: +260-211-222787
Tel: +260-211-232657
Fax: +260-211-22789
Email: zcomp@ccpc.org.zm

Kitwe Office

Ground Floor Revenue House
(Former Nchanga House)
P.O. Box 20158, Kitwe, Zambia
Tel: +260 212 221115
Fax: +260 211 221067
Email: ccpcKitwe@zamnet.zm

Mongu Office

NAPSA Building, Room 219-220
P. O Box 910421, Mongu
Tel: +260-217-222375

Chipata Office

2nd Floor Natsave/Zesco Building
Cnr Jonathan & Perirenyatwa Roads
P.O. Box 510007 Chipata, Zambia
Tel: 06-222696
Fax: 06-222684

Livingstone Office

4th Floor NAPSA Building
Room 425
Mosi-o-Tunya Road
Telefax: +260 213 324483

Chinsali office

Stand No. 2071 along Nambuluma Road
P.O Box 480177 Chinsali, Zambia
Tel: +260-214-565175

Kabwe Office

3rd Floor 309 Mukuni House
Independence Way
P.O. Box 80407
Kabwe, Zambia
Tel: 215-224451

Kasama Office

Compensation House,
Room 204-205 Zambia Road
P. O Box 410349
Kasama, Zambia
Tel: 04-221129

Solwezi Office

NAPSA Building,
2nd Floor, Room 208-209
Independence Avenue
P. O Box 110131
Solwezi, Zambia
Tel: +260-218-821051

Mansa Office

Ground Floor NAPSA Building
Room 1407-8
Chitimukulu Road
P.O. Box 710486,
Mansa, Zambia
Tel: +260 212 821889

You can also visit our website on www.ccpc.org.zm or Call us on the Toll Free Line 5678 on all networks.