



Advancing Regional Integration
through Competitive Markets
and Empowered Consumers

PRESS RELEASE

CALL FOR SUBMISSIONS FOR THE 3rd COMESA COMPETITION AND CONSUMER COMMISSION COMPETITION FOR BUSINESS REPORTERS OPERATING IN THE COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA (COMESA)

A. BACKGROUND

Reference is made to the 3rd COMESA Competition and Consumer Commission ("CCCC") competition for business reporters operating in the Common Market for Eastern and Southern Africa that was launched by the during the 9th Annual sensitization Workshop for Business Reporters and Award Ceremony held on 10 to 11 October 2025 in Nairobi, Kenya.

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

B. REQUIREMENTS FOR PARTICIPATING IN THE COMPETITION

Eligibility: This competition is only open to journalists involved in reporting of business topics and trends, and who operate in the COMESA Region.

Publication period: The submissions must have been published during the period of **1 June 2025 to 30 May 2026**.

Period of submission: The CCCC will begin receiving submissions **on 1 June 2026 until 30 June 2026. No submissions shall be accepted after 30 June 2026.**

Media of publication: The submissions should have been published or availed through the following media:

- a) Print media;
- b) Television;
- c) Radio;
- d) Digital (podcasts, blog, digital magazine, social media channels); or

e) Documentaries.

Language: The submissions should have been published in any of the official languages of COMESA (Arabic, English and French).

Topics of submission: The submission must address any of the following topics below:

- a) The mandate of the CCCC.
- b) Consumer challenges and benefits in the digital era.
- c) The new COMESA Competition and Consumer Protection Regulations.
- d) Competition law or consumer protection matters affecting the consumer region.
- e) Effects of Competition law or consumer protection law on Trade and Development.
- f) The effects of digital platforms on price, production, competition, and efficient operations of the COMESA Free Trade Area.
- g) Relevancy of cross border collaboration for effective competition and consumer protection in the Common Market; or
- h) Implications of middlemen and dominant firms in commodity trade to consumers, producers, cross border trade and export development.

Guidelines for submissions: Business reporters are required to observe the following when submitting their entries:

- The journalist must submit **a minimum of 3 publications** which were published during the publication period indicated above. *If a journalist submits more than 3 publications, they should clearly indicate in their submission, the 3 best articles to be considered as a priority by the judges.*
- The publications must respond to the topics of submissions indicated above and clearly highlight competition or consumer protection matters, or both.
- The publication must clearly link to the COMESA Competition and Consumer Protection Regulations and the CCCC.
- All articles submitted, whether on print media or digital media, must contain a minimum 300 words.
- The media of publication must have a wide circulation.
- Articles which have been published on subscription platforms must be accessible to the judges. The journalist must provide a separate copy of the publication together with the relevant log in credentials to enable the judges to access the specific part of the media platform where the publication was featured.

Additional guidelines for television and radio broadcasts: In addition to the above guidelines, for completeness of submission, journalists submitting entries for television and radio are required to also observe the following guidelines:

- If a submission relates to a radio, the journalist must identify the specific points in the audio where the relevant details are to be found. An example, *Minute 10:05*.
- The submission for Television broadcasts should include the details (full name and media house) of the videographer/cameraperson who participated in the development of the broadcast.



- Copies of Broadcasts should be provided as an extract of the format in which they were broadcast, clearly showing the broadcast segment and not a separate stand-alone video with no link to the broadcast platform. *Stand-alone videos which are an extract of the broadcast segment or links to the media platform where the broadcast was featured (and where the broadcast can be viewed for evaluation), will be accepted.*

Panel of judges: The submissions will be analyzed and subjected to a panel of judges who will select the best candidates for award in each category. The judges' decision shall be final.

Evaluation criteria: The following criteria will guide the evaluation of submissions:

- The publications must meet the guidelines indicated above.
- The publication must be original, prepared by the journalist and published for the first time in the period of competition.
- The judges will test the compliance of the publications with journalism and publication standards, which include but are not limited to:
 - ❖ Quality, accuracy and relevant perspectives which encompass right literary style.
 - ❖ Excellent grammar, free of spelling errors and cohesive.
 - ❖ Details placed in a logical order and presented in a manner that keeps the reader engaged.
 - ❖ Properly referenced with reliable sources, and where applicable, with expert input.
 - ❖ Demonstrate ingenuity, with insightful personal point of view, cross leveraging of experts' knowledge, implications to the market or consumers to attract readership and written in a style that attracts readers.

Award: The CCCC will award the best journalists in each category with a medal and a cash prize. USD 1500 for the winner and USD 1000 to the second best. The announcement of winners and issuance of awards will take place during the 10th Annual Regional COMESA Business Reporters Workshop and Media Awards scheduled for the third quarter of 2026.

Clarifications: In case clarification regarding the writing competition, please contact Mr Isaac Tausha, Chief Economist, Research Policy & Advocacy Unit by email: itausha@comesacompetition.org and copy to; compcom@comesacompetition.org and awaweru@comesacompetition.org



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