



WORLD COMPETITION DAY

“ARTIFICIAL INTELLIGENCE, CONSUMERS AND COMPETITION POLICY”
05th December 2025

MESSAGE FROM THE EXECUTIVE DIRECTOR OF THE TTFTC **MR. BEVAN NARINESINGH**

The Trinidad and Tobago Fair Trading Commission (“the TTFTC”) proudly joins the global competition community in observing World Competition Day under this year’s theme “Artificial Intelligence, Consumers and Competition Policy”. This theme underscores the growing importance of understanding how AI shapes market behaviour, influences consumer welfare and affects the broader competitive landscape. Once considered emerging technology, AI now drives decision-making, logistics, pricing, customer engagement and innovation across nearly every major sector. As global AI markets expand rapidly, these technologies increasingly impact how firms compete and how consumers experience products and services.

In today’s world AI, consumer protection and competition are constantly evolving and in the context of Trinidad and Tobago, this is no exception. While AI can offer significant benefits to businesses and consumers such as greater efficiency, improved productivity and enhanced innovation for business and consumers, it also introduces new areas of concern for Competition Regulators that demand careful oversight.

Around the world, competition regulators are examining how AI-driven systems may enable tacit or explicit collusion through algorithmic pricing, facilitate data-driven market dominance, or reinforce ecosystem lock-in through exclusive digital partnerships. Opaque algorithms and automated decision-making can further reduce transparency and potentially disadvantage consumers. Similarly, in the areas of Mergers and Acquisitions where companies with significant AI capabilities merge, there is potential for increased market concentration and reduced innovation. These developments show that while AI can accelerate competition, it can also undermine it if not responsibly designed and monitored.

In Trinidad and Tobago, the TTFTC remains committed to ensuring that technological developments align with principles and provisions of the Fair Trading Act. The Commission’s mandate to promote, maintain and protect competition so that all legitimate businesses have a fair opportunity to compete remains critically relevant as AI-driven practices become more common. As these technologies evolve, continual assessment is required to ensure that our competition regime remains effective, adaptive and future-ready.

Although the existing legal framework addresses traditional areas of competition law, including anti-competitive agreements, abuse of dominance and other restrictive practices, the Commission recognises that AI and digital platforms introduce new forms of potential harm that may not have been contemplated when existing regulatory frameworks were created.

As these technologies evolve, continual assessment is required to ensure that our competition regime remains effective, adaptive and future-ready.

To meet these emerging challenges, the TTFTC will continue to take proactive measures to deepen its technical capacity and strengthen regulatory collaboration. This includes working closely with organizations such as the Consumer Affairs Division, Ministry of Trade, Investment and Tourism, the Telecommunications Authority of Trinidad and Tobago, and other sector regulators whose oversight intersects with digital markets. These partnerships help ensure that AI-related competition and consumer protection issues are addressed in a coordinated and coherent manner. Stakeholder engagement remains central to this effort, particularly when proposed mergers or market changes involving digital technologies enter the public domain. The Commission will continue to solicit the views of consumers, businesses and other stakeholders to inform its assessments and ensure transparency and inclusiveness.

The TTFTC also continues to align itself with regional and international best practices, including emerging models such as the EU AI Act, the OECD AI Principles and analytical tools developed through the International Competition Network. These frameworks offer valuable guidance for navigating issues such as data-driven dominance, algorithmic discrimination and the competitive effects of digital ecosystems. As part of its commitment to modernising its enforcement and advocacy agenda, the Commission will continue to incorporate lessons learned from global developments into its local policy and review processes.

As Trinidad and Tobago continues to integrate digital technologies into its economy, the TTFTC reaffirms its commitment to ensuring that the benefits of AI are realised without compromising fair competition or consumer welfare. AI should foster innovation, not entrench dominance; it should empower consumers, not exploit them.

On this World Competition Day, the TTFTC remains steadfast in its mission to promote a fair, resilient and competitive economy, one that harnesses the opportunities of AI while safeguarding the public interest and ensuring that the digital future works for everyone.

Happy World Competition Day.