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Chairman ICN Steering Group
President Federal Cartel Office

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Note from the Chair for the Steering Group Meeting on 25 October, 2017

Dear colleagues,

The ICN website is the gateway to our virtual network, it provides access to the ICN's accumulated knowledge and offers information on events and news. The new website will have improved features and easier navigation and will therefore connect ICN working groups, members and NGAs even more effectively. While successfully driving the website project forward, the ICN Chair for Communication and the Website Team are considering additional means to get the word out and guide the competition community to the website. In our Steering Group (SG) meeting on 25 October 2017, they will share their findings on social media use at ICN including Twitter, Facebook, LinkedIn, the ICN Blog and YouTube.

Social media could increase the reach of ICN, it could provide the working groups and the Advocacy & Implementation Network with new communication tools. But we should bear in mind that it is not enough to set up a social profile, we would have to maintain and control the profile and content. The Vice Chair for Communication and the Website Team will make initial proposals, SG members will be invited to discuss and to agree on next steps.

ICN Training on Demand already uses YouTube and will share their experience and provide an update on the group's activities.

The Competition Commission of India will update the SG on the planning of the ICN Annual Conference in New Delhi and the Special Project.

The Competition Bureau Canada will provide a debrief on the successful 2017 ICN Cartel Workshop.

I am looking forward to speaking with you next week.

With best regards,

Andreas Mundt