



# Strategic vision 2020-2024

To be a world-leading competition agency, one that is at the forefront of the digital economy and champions a culture of competition for Canada.

## Protecting Canadians through enforcement action

- Taking timely action on matters that are important to Canadians using all the tools at our disposal
- Increasing proactive enforcement in order to address anti-competitive activity across Canada
- Being a leader in the gathering, processing and analyzing of data and digital evidence

## Promoting competition in Canada

- Seizing opportunities to encourage competition and innovation in areas that matter to Canadians
- Playing a leadership role, both domestically and internationally, in adapting to the impact of the digital economy on competition policy
- Building awareness of consumer and competition issues through enhanced communication, outreach and engagement

## Investing in our organization

- Supporting continuous learning and development of our people while encouraging a culture of well-being
- Modernizing our processes and technology to work more effectively and keep pace with the digital economy
- Recruiting from diverse educational and professional backgrounds to ensure that our teams benefit from wide-reaching expertise and varying perspectives

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