



Legal Dynamix<sup>TM</sup>

# COMPETITION LAW TRAINING FOR BUSINESS

Protecting your business, ensuring compliance,  
and strengthening competitiveness through  
expert training



# INTRODUCTION

This programme is designed for businesses that want to build a strong understanding of competition law. Participants will learn how to identify, prevent and manage anti-competitive conduct. The training covers the key requirements, practical 'Dos and Don'ts' of competition law. It also shows how compliance helps protect a business from legal penalties and reputational harm.

Competition law is more than a compliance requirement. It can strengthen competitiveness, encourage responsible growth and support lasting customer trust. The course shows how businesses can use a clear understanding of competition rules to support sound decision-making, fair conduct and stronger customer relationships.

The training is interactive and practical. Case studies and exercises are used to ensure participants can apply what they learn in their day-to-day roles.

## WHO SHOULD ATTEND?



Sales & Marketing



Procurement



Finance



Management



Board of Directors



Anyone with a general interest in understanding the essential aspects of competition laws

## COURSE OBJECTIVES

Once your team has completed the course, they will be able to:

- Understand the purpose of competition law and why it matters in business.
- Distinguish between horizontal and vertical relationships.
- Recognise hardcore violations and actions that are subject to the rule of reason.
- Identify anti-competitive practices such as collusion and abuse of dominance.
- Manage risks linked to legitimate collaboration.
- Understand the personal and corporate consequences of non-compliance.
- Apply competition law to improve compliance and strengthen competitiveness.

## MAKE YOUR BOOKING

To schedule a no-obligation consultation to understand your business-context and tailor-make the training, email [bobby@legaldynamix.co.za](mailto:bobby@legaldynamix.co.za)

## 01 Foundational Concepts

This module explains the purpose and benefits of competition law, its origins, and provides an overview of the Competition Act of 1998. It introduces key terms such as hardcore violations and the rule of reason, horizontal and vertical relationships, the definition of an agreement, commercially sensitive information, and the role of intention in violations.

## 02 Collusion in Horizontal Relationships

Competition law requires competitors to act independently. This module explains prohibited practices such as price-fixing, agreements on trading terms, agreements on output or supply, market-sharing, joint blacklisting of suppliers, customers or competitors, and bid-rigging. It also covers permitted collaborations such as standardisation, joint ventures, joint buying, benchmarking and trade association participation, with practical guidance on keeping them compliant.

## 03 Resale Price Maintenance in Vertical Relationships

This module examines the rules for businesses in vertical supply chains. It covers Resale Price Maintenance (RPM), minimum, recommended and maximum resale prices, and offers practical advice for sales teams when dealing with customers and suppliers.

## 04 Abuse of a Dominant Position

Holding a dominant position is not prohibited, but abusing it is. This module explains how dominance is assessed under the Competition Act and describes prohibited conduct such as tied selling, preventing customer switching, preventing supplier access to rivals, denying rivals access to essential facilities, predatory pricing, excessive pricing, and exclusionary rebates and discounts. It also explains circumstances where conduct may be justified under the rule of reason.

## 05 Enforcement and Penalties

This module explains how competition law is enforced. It covers the role of the Competition Commission, Competition Tribunal and Competition Appeal Court, the civil and criminal penalties for companies and individuals, and the reputational and commercial consequences of violations.

