



Competition Commission of Singapore

Stakeholder Perception Survey 2012

EXECUTIVE SUMMARY

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1. Introduction

1.1 Background & Objective

- CCS commissioned a Stakeholder Perception Survey 2012 to track how the perceptions and attitudes of various groups of stakeholders have evolved since 2009.

- One key objective of this Survey is to measure the extent to which CCS has achieved its 4 desired outcomes:
 1. **Enlightened Competition Legislation** – Our body of competition laws and regulations is up to date with international best practices, relevant and business-friendly.
 2. **Effective Enforcement** – Our enforcement regime is clear, credible and relevant. The process of detection, investigation, decision and enforcement of decision is thorough, robust and timely.
 3. **Enhanced Voluntary Compliance** – Businesses voluntarily comply with competition laws and regulations.
 4. **Educated Stakeholders** – Stakeholders are informed about the competition regime and correctly understand CCS' role and responsibilities.

1.2 Survey Methodology

- This Survey comprised two parts:

Part 1 – A mass online survey among all respondents to find out stakeholders' (i) **perceptions** of CCS' Enforcement (i.e. CCS' branding and reputation; Quality of Enforcement; Trust and Confidence in CCS), (ii) the **practices** and **attitudes** stakeholders hold toward voluntary competition law compliance (i.e. company's compliance program; attention paid to competition matters etc.) and (iii) **knowledge levels** and perception of stakeholders about Singapore competition law and CCS (i.e. general awareness of CCS and its roles and responsibilities; understandings of

do's and don'ts of the Competition Law; quality of CCS' advocacy and outreach); and

Part 2 – A focused survey/in-depth inquiry targeted at those respondents who had direct dealings with CCS in the past 24 months to gain further insights on the perceptions of stakeholders with regards to (i) the **relevance** of current competition legislation (i.e. the quality of legislation act, guidelines and procedures; economic effectiveness), (ii) **credibility** of the enforcement (i.e. quality of regime; soundness of legal and economic analysis employed), (iii) the **culture** of competition law compliance (i.e. knowledge of how to apply law; commitment to compliance and, (iv) the **quality of engagement** by CCS (i.e. consultation and receptivity towards feedback).

1.3 Respondent Groups

- The respondents that were targeted to participate in the Stakeholder Perception Survey 2012 comprised: **the business community** (SMEs, MNCs, LLEs, GLC), **competition law practitioners** (lawyers and economists), **government agencies and consumers** (working adults and housewives aged 20-50).
- The mass online survey included all respondents comprising **a total 201 consumers, 406 businesses, 19 government officers and 17 competition law practitioners.**
- The in-depth enquiry included 80 narrative entries collected from a total of 38 respondents that formed a sub-set of all respondents and they were mostly from the business community.
- Majority of the businesses surveyed drew from the Financial Services and Info-communications sector and have been in business for more than 10 years. Most of the businesses surveyed were MNCs, followed by SMEs and most of the companies surveyed have more than 200 employees. Please refer to the **Appendix** for the charts illustrating the breakdown of businesses surveyed.

2. Summary of Key Findings

Part 1 – Mass online survey

- **Consumers and Businesses** display fairly **low level of understanding and knowledge**, and a very **unclear perception** of Competition laws and what CCS does. **Strong need for further Advocacy and Outreach to boost awareness and knowledge** with general public and businesses (SMEs especially).
- Most Businesses and Competition practitioners report a **positive level of feedback with regards to their higher management supporting compliance to Competition laws** and regulations, however, there is a sense that there is not enough real activity (i.e. training, whistle-blowing programs and proper explanations of do's and don'ts) to educate people and effectively promote action.

Part 2- In-depth inquiry

- Most of the stories collected from the narrative study were **Positive** stories. Where stories are indexed as **Negative**, there is a perceived **lack of robustness in the competition laws and regulations**, even if the laws and regulations are seen as meeting business needs and in line with international best practices.
- Under **Relevance** of current legislation, laws are also generally seen as **clear and effective**, however where negative experiences were considered, it tended to include situations where the laws are seen as clear, **but not necessarily effective**; and where rules seemed to **have loopholes**.
- Under **Credibility** of Enforcement, CCS' investigations were seen as **sufficient and their intervention timely**. Where stories are seen as **guided by mainly legal argument and economic reasoning**, these stories may be tagged as negative.
- Under **Culture** of Effective Enforcement, patterns indicate a general **improvement** with regards to the frequency of anti-competitive behaviour decreasing.
- CCS is regarded as **possessing good professionalism** and its **investigations seen as thorough and robust**. However, CCS' lack of understanding of how some industries operate is identified and their need to be more discriminatory in the industries/areas they target. CCS' role is **regarded as necessary and their enforcement adequate** but a **need for consumer education** is seen as necessary to complement it.

Appendix - Breakdown of Businesses surveyed

Figure A1: Breakdown of Businesses surveyed by Industries

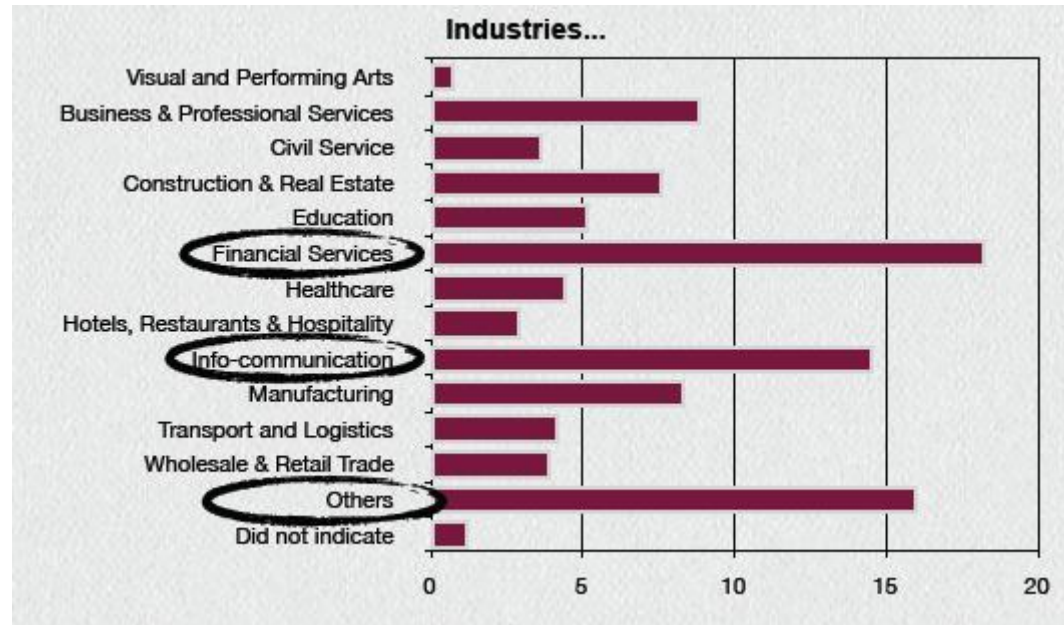


Figure A2: Breakdown of Businesses surveyed by Years in Business



Figure A3: Breakdown of Businesses surveyed by Business type

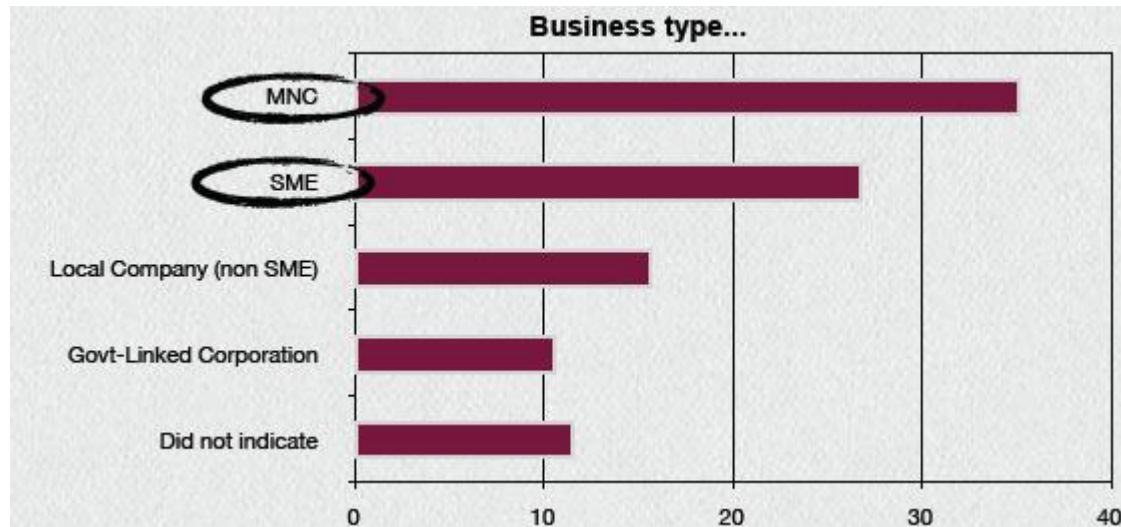


Figure A4: Breakdown of Businesses surveyed by Company size

