



## **MEDIA RELEASE**

12 November 2013

### **THE ASEAN EXPERTS GROUP ON COMPETITION (AEGC) LAUNCHES FIRST EVER COMPETITION POLICY AND LAW PORTAL & COLLATERALS FOR ASEAN**

1. As the Chair of the AEGC Work Group on Developing Strategy and Tools for Regional Advocacy, the Competition Commission of Singapore (CCS) is pleased to announce the launch of the first ever AEGC web portal on competition policy and law. This initiative, which also includes the roll-out of a series of competition advocacy collaterals, marks the growing importance of competition awareness and understanding of competition law, as the 2015 deadline of ASEAN Economic Community draws nearer.

2. “Ahead of 2015 when the vision of the ASEAN Economic Community will be established, it is vital for regional businesses to get up-to-speed on competition policy and law. Such knowledge and compliance will go a long way in smoothening out any future obstacles which both regulators and businesses in ASEAN may face in a single market”, commented Mr Teo Wee Guan, Director (Strategic Planning) of CCS and Chairman of the Work Group on Regional Competition Advocacy under AEGC.

3. The AEGC web portal serves as a one-stop portal for updates on competition-related issues and developments in ASEAN. Visitors to the website will be able to obtain information on competition law in each of the ASEAN member states as well as updates on competition developments in each jurisdiction. It also provides competition authorities in ASEAN a convenient platform to facilitate knowledge sharing and encourage deeper interaction among themselves.

4. To complement the web portal, a set of competition advocacy collaterals in the form of a brochure and pamphlet have also been developed to raise awareness among the general public on competition policy and law in the region. Through simple language, the collaterals aim to educate businesses and consumers on the key principles of competition policy and law, particularly with regards to its application in the region.

5. The web portal and competition advocacy collaterals are the outcome of the first phase of the project driven by the AEGC Working Group on “Developing Strategy and Tools for Regional Advocacy” which was chaired by CCS. The project is part of ASEAN’s broader move towards regional integration under the ASEAN Economic Community (AEC) Blueprint, and was supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, an enterprise supporting the German government in achieving its objectives of international cooperation for sustainable development.

6. The web portal and collaterals were officially launched at the 12<sup>th</sup> AEGC meeting on 12 November 2013 in Cebu, Philippines. The web portal and collaterals can be accessed at <http://www.aseancompetition.org>

**Image 1: AEGC web portal – a one-stop portal for updates on competition-related issues and developments in ASEAN**



## Images 2 - 3: Competition advocacy collaterals – brochure and pamphlet developed to raise awareness among the general public on competition policy and law in ASEAN

For specific information on your country's competition policies, please contact:

**Brunei Darussalam:** Prime Minister's Office (International, Economy and Finance, Research and Development Division)  
Tel: +673 2224645 - Website: [www.pmo.gov.bn](http://www.pmo.gov.bn)

**Cambodia:** Legal Affairs Department, Ministry of Commerce  
Fax: +855 23 866 489 - Website: [www.moc.gov.kh](http://www.moc.gov.kh)

**Indonesia:** Commission for the Supervision of Business Competition (KPPU)  
Tel: +62 21 3519144 or 3517015/16/43  
E-mail: [international@kppu.go.id](mailto:international@kppu.go.id) and [infokom@kppu.go.id](mailto:infokom@kppu.go.id)  
Website: [www.kppu.go.id](http://www.kppu.go.id)

**Lao PDR:** Department of Domestic Trade, Ministry of Trade and Commerce  
Tel: +856 21 99109 - Fax: +856 21 412001  
Email: [laocompetition@gmail.com](mailto:laocompetition@gmail.com) - Website: [www.mtc.gov.la](http://www.mtc.gov.la)

**Malaysia:** Malaysia Competition Commission (MyCC)  
Tel: +603 22732277 - Website: [www.mycc.gov.my](http://www.mycc.gov.my)

**Myanmar:** Department of Commerce and Consumer Affairs, Ministry of Commerce  
Email: [myanmarcca@gmail.com](mailto:myanmarcca@gmail.com)  
Website: [www.dca.gov.mm](http://www.dca.gov.mm)

**Philippines:** Office for Competition, Department of Justice  
Tel: +632 521 8345 - Email: [competition@doj.gov.ph](mailto:competition@doj.gov.ph)  
Website: [www.doj.gov.ph](http://www.doj.gov.ph)

**Singapore:** Competition Commission of Singapore (CCS)  
Tel: +65 6325 8206 - Email: [ccs\\_feedback@ccs.gov.sg](mailto:ccs_feedback@ccs.gov.sg)  
Website: [www.ccs.gov.sg](http://www.ccs.gov.sg)

**Thailand:** Office of Trade Competition Commission, Department of Internal Trade - Ministry of Commerce  
Tel: +66 2547 5435 - Email: [competition@dti.go.th](mailto:competition@dti.go.th)  
Website: [dti.dti.go.th](http://dti.dti.go.th)

**Vietnam:** Vietnam Competition Authority (VCA)  
Tel: +84 4 2220 3032 - Email: [qca@mta.gov.vn](mailto:qca@mta.gov.vn)  
Website: [www.vca.gov.vn](http://www.vca.gov.vn)

The Association of Southeast Asian Nations (ASEAN) was established on 8 August 1967. The 10 member states of the Association are Brunei Darussalam, Cambodia, Indonesia, Laos, PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.

The ASEAN Secretariat is based in Jakarta, Indonesia.


For inquiries, contact:  
The ASEAN Secretariat  
Public Outreach and Civil Society Division  
75A Jalan Senggangmangara  
Jakarta 12110  
Indonesia  
Phone: (62 21) 724-3372; 725-2091  
Fax: (62 21) 739-8034; 734-3504  
E-mail: [public@asean.org](mailto:public@asean.org)

General information on ASEAN can be found on the ASEAN Website: [www.asean.org](http://www.asean.org)

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### WHAT YOU NEED TO KNOW ABOUT COMPETITION POLICY IN ASEAN


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1. Competition Law – Antitrust
2. Economics – Trade – ASEAN

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ASSOCIATION  
OF SOUTHEAST  
ASIAN NATIONS

one vision  
one identity  
one community



### WHAT IS COMPETITION POLICY?

Competition policy can be broadly defined as a governmental policy that promotes or maintains the level of competition in markets, and includes governmental measures that directly affect the behaviour of enterprises and the structure of industry and markets. Competition policy includes competition law.

### IS COMPETITION POLICY RELEVANT TO ME?

Competition policy is relevant to everyone, regardless whether you operate a business or are a consumer. From governments, to businesses small and large and to consumers, a more competitive market is a more efficient market.

### WHAT ARE THE BENEFITS OF COMPETITION?

Effective competition, supported by a strong competition policy framework, will deliver many economic benefits:

**CONSUMER WELFARE**

- More choices for consumers
- Wider range of sellers and offerings to choose from
- Goods and services offered at competitive prices by competitors and
- Improved quality, service and innovation

**ECONOMIC EFFICIENCY**

- Efficient use and allocation of scarce resources
- Lower business costs through competitive prices and
- More efficient and well-functioning markets

**GROWTH, PROGRESS AND PROSPERITY**

- Promoting economic growth
- Greater efficiency drives higher levels of output and productivity gains
- Attracting investment and creating jobs



### WHY DOES COMPETITION POLICY MATTER?

Competition policy prohibits anti-competitive practices, namely:

**ANTI-COMPETITIVE AGREEMENTS**

- Cartels and collusive behaviour – price-fixing, bid-rigging, output-limitations and market-sharing.

**ABUSE OF A DOMINANT POSITION**

- Predatory behaviour, including predatory pricing;
- Exclusive dealing – forcing other businesses into working exclusively with itself;
- Refusals to supply or to provide access to essential facilities.

**ANTI-COMPETITIVE MERGERS**

- Mergers that substantially lessen competition



### FIND OUT MORE ABOUT COMPETITION POLICY

Everyone can help to foster a competitive economy. It is up to each member of our community to promote and expect competitive behaviour among competing firms.

You can help to foster a more competitive marketplace by reporting anti-competitive behaviour to relevant competition authority in your country – see back page for more details.

### FOR MORE INFORMATION

We encourage all businesses and consumers in the ASEAN member states to find out more about competition policy developments in the ASEAN region. To learn more about how competition policy issues in the region will affect you, please visit: [www.aseancompetition.org](http://www.aseancompetition.org).







### **About the ASEAN Experts Group on Competition (AEGC)**

The ASEAN Experts Group on Competition (AEGC) was established in 2007 as an official body comprising representatives from competition authorities and agencies responsible for competition policy and law in the ten ASEAN Member States (AMSs). The ten AMSs are Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam. As the regional platform for discussion and cooperation on competition policy and law, it focuses on strengthening competition policy capabilities and best practices in ASEAN. Since its establishment, the AEGC has organised and facilitated numerous capacity-building and experience-sharing sessions and developed various publications to advance competition policy and law in ASEAN. CCS represents Singapore at the AEGC and is an active contributor to the various initiatives and activities at the AEGC.

### **About The Competition Commission of Singapore (CCS)**

CCS is a statutory board established under the Competition Act (Chapter 50B) on 1 January 2005 to administer and enforce the Act. It comes under the purview of the Ministry of Trade and Industry. The Act empowers CCS to investigate alleged anti-competitive activities, determine if such activities infringe the Act and impose suitable remedies, directions and financial penalties.

For more information, please visit [www.ccs.gov.sg](http://www.ccs.gov.sg)

### **For media clarification, please contact**

Ms Lim Le-Anne  
Senior Assistant Director  
Strategic Planning Division  
Competition Commission of Singapore  
Email: [lim\\_le-anne@ccs.gov.sg](mailto:lim_le-anne@ccs.gov.sg)  
DID: 6325 8304

Ms Grace Suen  
Assistant Director  
Strategic Planning Division  
Competition Commission of Singapore  
Email: [grace\\_suen@ccs.gov.sg](mailto:grace_suen@ccs.gov.sg)  
DID: 6325 8216