

Competition

Competitive markets, improved welfare



Building an effective competition regime in ASEAN through competition policies and laws improves the region's economic efficiency, growth and development, and in turn strengthens consumer welfare. When firms are able to compete for consumers and markets on a more level playing field, consumers will benefit from better quality products at lower prices.

The ASEAN Experts Group on Competition (AEGC) was established as a platform to discuss and coordinate the issues relating to competition policies. The work of AEGC focuses on the harmonization of competition policy and law in the region. Initiatives of the AEGC includes the: (a) establishment of a national law on competition in all ASEAN Member States; (b) organization of capacity building and training programmes for government officials to enhance the effectiveness of institutional frameworks or mechanisms supporting the implementation of competition law; (c) promotion of the awareness and support for fair competition in the region; and (d) enhancement of greater regional cooperation on competition issues.

Information on competition issues, policies and laws has been disseminated through the ASEAN Competition Conference (ACC) and publications including the ASEAN Regional Guidelines on Competition Policy and the Handbook on Competition Policy and Law in ASEAN for Business to ensure that businesses in ASEAN are aware of these issues,. The ACC is an annual conference for competition stakeholders to discuss key and emerging issues on competition policy and law in the ASEAN region. The publications are designed to enhance the understanding of businesses and stakeholders on competition principles and to promote greater convergence in the implementation of competition law in the region.

[TO LEARN MORE](#)

1. [ASEAN Regional Guidelines on Competition Policy](#)
2. [Handbook on Competition Policy and Law in ASEAN for Business](#)

For more information, please visit <http://www.aseancompetition.org/> or send an email to aimo@asean.org.