



With the Support of



ASEAN Experts Group on Competition (AEGC) – 5th Forum on “Handbook on Competition Policy and Law in ASEAN for Business”

12 November 2010, Shangri La EDSA Hotel, Manila, Philippines
09.00 – 12.30 hrs¹

In the ASEAN Economic Community (AEC) Blueprint, ASEAN Member States (AMSs) express their endeavour to introduce nation-wide competition policy by 2015. A level playing field and a culture of fair business competition are essential as a catalyst to achieve the AEC’s stated goals as a highly competitive region with inclusive and equitable development.

At present, Indonesia, Singapore, Thailand and Viet Nam have economy-wide competition law and competition authorities in place. Malaysia has just adopted nation-wide competition law which is expected to be in force in 2012. Other ASEAN Member States have relied on sector-level policies and regulations to achieve competition policy objectives.

The ASEAN Experts Group on Competition (AEGC), comprising Heads of Offices or Agencies in charge of competition in AMSs, was established by the ASEAN Economic Ministers (AEM) in August 2007. It completed the *Handbook on Competition Policy and Law in ASEAN for Business* which was launched by the ASEAN Economic Ministers on 24 August 2010.

This policy document provides basic notions of competition laws applicable in AMSs in a language easily understandable to non-experts. Its primary target beneficiaries are the regional and transnational business engaged in commercial activities and services in ASEAN. However, the *Handbook* is expected to be of significant interest and relevance to a much wider circle of stakeholders and professionals. These include the small and medium-sized enterprises which are contemplating on expanding their businesses to the wider region.

The *Handbook* represents therefore an initial, and pioneering, step in building up public awareness on competition in ASEAN and the AEC to come. It will be presented in the following six forums:

Singapore:	3 November 2010	Ha Noi, Viet Nam:	10 November 2010
Bangkok, Thailand:	5 November 2010	Manila, Philippines:	12 November 2010
Jakarta, Indonesia:	8 November 2010	Kuala Lumpur, Malaysia:	15 November 2010

To facilitate dissemination, the *Handbook* has been uploaded on-line at <<http://www.asean.org/publications/HandbookonCompetition.zip>>. As and when necessary, this publication will be revised by the AEGC for improvements to better reflect changes and developments in ASEAN.

¹ Lunch is inclusive. Registration starts at 08.30.