



# The ASEAN Post-2015 Agenda on Competition Policy

“ 2015 represents a significant milestone that helps make each of our Member States stronger and better prepared for future challenges than they would have standing alone. ”

H.E. Le Luong Minh, *Secretary General of ASEAN*

The ASEAN Economic Community (AEC) is set to be realized at the end of 2015, but the initiatives towards deeper integration will continue beyond that.

Therefore, efforts are currently underway to formulate a post-2015 vision and strategic action plans towards 2025.

In the area of Competition Policy and Law (CPL), this entails devising **enforceable competition rules** that effectively protect against anti-competitive practices and promote consumer welfare, as well as pursuing enhanced regional cooperation on competition policy.

## THE POST-2015 COMPETITION LANDSCAPE IN ASEAN

- Even larger commercial opportunities for businesses in ASEAN and increased cross-border transactions within the region.
- Greater potential for multi-national companies to engage in anti-competitive business practices.

Effective CPL adds to the certainty of doing business and reinforces the confidence of domestic, regional and foreign investors alike.

## Regional CPL : Long-Term Directions



Competition laws in all Member States



Common or similar elements in all competition laws



Convergence (“soft harmonization”) of provisions, practices and procedures



Functional regional cooperation mechanism for CPL enforcement

## ELEMENTS OF THE POST-2015 ASEAN COMPETITION ACTION PLAN (ACAP)

- Effective competition regimes are established in all ASEAN Member States.
- The capacities of competition-related agencies in the ASEAN Member States are strengthened to effectively implement CPL.
- Regional cooperation arrangements on CPL are in place.
- Fostering a competition-aware ASEAN region.
- Moving towards greater regional cooperation on CPL in ASEAN.



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one identity  
one community

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