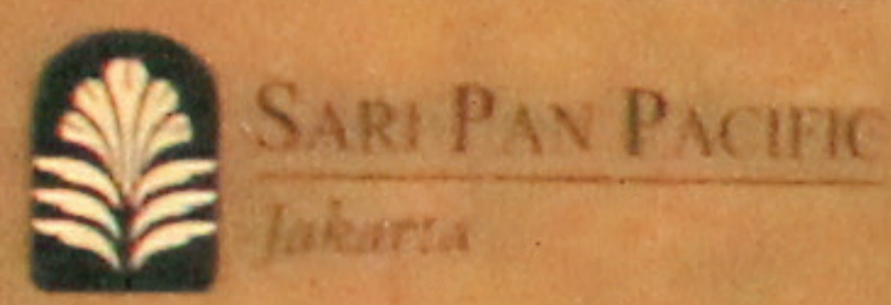


# NATIONAL BUSINESS DIALOGUE

## "Facing ASEAN Integration; Competition Perspective"

Jakarta, 17th December 2013  
Sari Pan Pacific Hotel, Istana 1 Room, 4th Floor  
Jl. MH.Thamrin, Jakarta

Hosted by :



## Competition Advocacy and Compliance

“ In principle, advocacy has a wider scope than awareness raising. It actively promotes a competitive environment through activities aimed at influencing public and private behavior. ”

ASEAN Guidelines on Developing Core Competencies in CPL, 2013

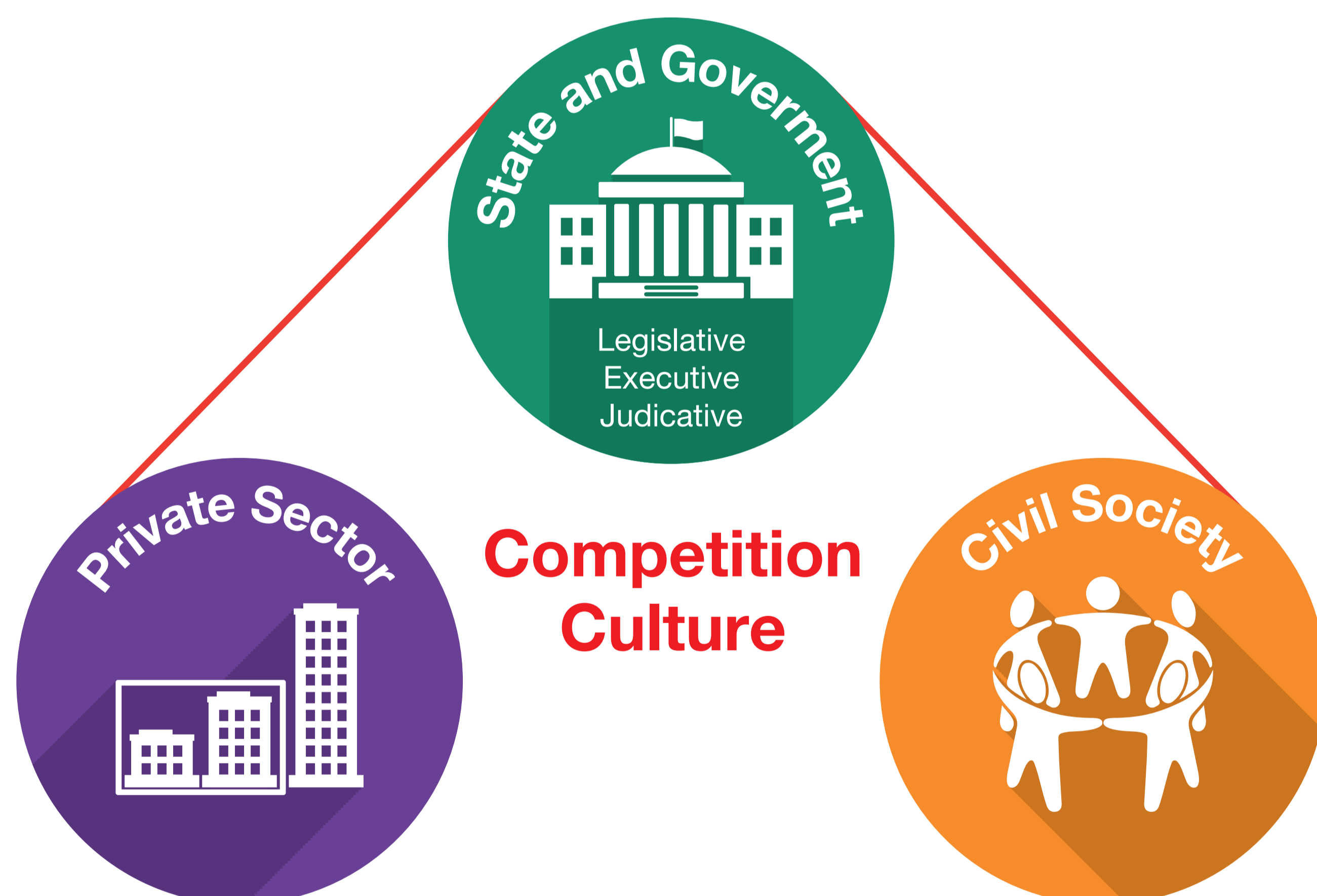
Competition enforcement and advocacy are complementary and need to be appropriately balanced.

Bringing together the state and private sector, academia, media and public is vital in order to build a competition community and broad-based “**competition culture**”.

ASEAN is strongly committed to **fostering a competition-aware region**.



**A Holistic Approach:  
Multi-Stakeholder Engagement**



### ADVOCACY VIS-À-VIS GOVERNMENT

- Improving policy coherence and cooperation with line ministries, sector regulators, judges etc.

### ADVOCACY VIS-À-VIS BUSINESS

- Facilitating corporate compliance and leniency programs, as well as private enforcement.

### ADVOCACY VIS-À-VIS CIVIL SOCIETY

- Encouraging academic research on key sectors and emerging CPL issues.
- Empowering consumer organizations and the media as watchdogs, advocates and educators for fair competition.



one vision  
one identity  
one community

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