



SURUHANJAYA PERSAINGAN MALAYSIA
MALAYSIA COMPETITION COMMISSION

**Study on Awareness and Perception of CA2010
and MyCC in Malaysia**
Final Report – Executive Summary

May 2017

Executive Summary

The Competition Act 2010 (CA 2010) was gazetted on June 2010 and came into force on 1 January 2012. The Act is administered by the Malaysian Competition Commission (MyCC) which was established under the Competition Commission Act 2010. MyCC plays a vital role in ensuring the CA 2010 is well received. MyCC continuously embark in providing and engaging stakeholders across all levels with its advocacy and outreach activities.

It has been three years since the implementation of CA 2010. The first baseline study was conducted in 2013 to gauge stakeholders' awareness and perception of CA 2010. The current study's main objective is to examine whether the level of awareness and perception of CA 2010 has increased over time. The current study covers a broader spectrum of stakeholders. In addition, amongst others, this study also looks at the stakeholder's knowledge of CA 2010 and the role of MyCC, their perception on the quality of advocacy and outreach of MyCC, the effectiveness of enforcement of MyCC and entities' practices, attitude and culture of Compliance with the Competition Act 2010 and their preferable sources of information on Competition Act 2010.

E-survey and Focus Group Discussions (FGDs) were undertaken. A total of 463 respondents from Business Community (Government Link Company (GLCs), Multinational corporations (MNCs), Small and Medium Enterprises (SMEs)), Government Agencies, Practitioners (Lawyers & Economists), Consumers (Students) and Consumers/Trade Associations participated through e-survey since September 2016. A total of 48 respondents participated in the FGDs that took place at four locations at Kuala Lumpur, Penang, Pahang and Sabah between Julys to August 2016 ranging from a minimum of nine to a maximum of 16 participants at each location.

Results show that SMEs, is the highest stakeholder group in acknowledging the quality of advocacy and outreach programs of MyCC. Practitioners (lawyers and economists) show the highest awareness level of CA 2010 followed by Consumers/Trade Associations. In terms of MyCC's role, Consumers/Trade Associations show the highest awareness level followed by Practitioners (lawyers and economists) and SMEs. SMEs, is the highest stakeholder group in acknowledging on the effectiveness (quality) of MyCC's enforcement. The study shows that Practitioners (lawyers & economists), followed by Government Agencies and Consumers/Trade Association acknowledge that Malaysian businesses are run by only a few large players and thus in their opinion there is not enough competition in the market place. The business entities (MNCs, SMEs and GLCs) indicate having good and positive practices, attitude and culture of Compliance with the CA 2010. The study also found that Internet is the most preferable source of information on CA 2010 by respondents.

When compared to Baseline Study 2013, the current study shows that the overall level of knowledge on the existence of MyCC and CA 2010 is very high among SMEs. This study revealed an overall improvement in the quality of MyCC advocacy and outreach program in relation to awareness and perceptions to CA 2010 and as compared to Baseline Study 2013. Thus, this study propagates continuous quality training and education to be given to stakeholders, optimum utilization of the available social media sites and usage of multiple languages in MyCC's advocacy and outreach activities. In emphasizing the enforcement activities, this study recommends MyCC's advocacy and outreach program to include industry specific do's and dont's of what can do and cannot do at the marketplace as a guide to stakeholders as well as establish helpdesk facilities to help stakeholders with uncertainties when faced with various Acts and Laws that exist within Malaysia's legal system.