



***Creating a Culture of
Competition:
Stakeholder Engagement***

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Competition law and policy needs to be better known

- Broad policy mandate covers the public & private sectors in almost all industries of the economy
- Changes the way business is done, companies have to change
- SMEs and consumers have to know their rights, whom to run to
- Judges have to understand what the competition agency is doing, the competition rules and principles it is applying
- Sector regulators have to understand competition policy, need to open up turf to cooperate and collaborate

Who do we engage?

- **Businesses** – big companies, SMEs, trade associations
- **Lawyers** – law firms, in-house counsels handling cases
- **Consumer groups** – we are all consumers!
- **Academe** – source of future competition experts
- **Judges and courts** – all decisions can be reviewed by courts on appeal
- **Sector regulators** – open up collaboration and cooperation
- **Legislators** – laws should be consistent with competition principles
- **Media** – allies to spread the news
- *Track awareness early*
 - Baseline survey among general public, business

Mainstreaming Competition Policy in Government

- Promulgation of **National Competition Policy program** as leverage on other government bodies
- Competition agencies needs the support of established **line-agencies to champion competition policy**
 - Competitive neutrality in SOEs
- Not much can be accomplished unless competition policy is **mainstreamed into government decision-making** (whole-of-government approach)
 - Case study: Safeguards and non-tariff measures on cement imports by DTI while PCC is investigating cement cartel
- Mainstreaming will require an **initial assessment of the competition landscape** to understand binding market constraints



Mainstreaming by engaging private sector stakeholders

- Consultations when drafting rules: get stakeholder buy-in
- Outreach forums nationwide (roadshows, universities, etc.)
- Need for an agency unit to organise these
 - Commissioners, Directors are not trained for these roles
- Conferences organised by lawyers, business groups, trade associations

Mainstreaming through advocacy campaigns

- **Traditional Media**

- Public Affairs unit to arrange for interviews on radio, television, newspapers, magazines
- Who will speak for the agency?

- **Social media**

- Set up facebook, twitter accounts
- Engage supporters to actively post, no trolls!


- **Videos, infomercials**

- Shown in billboards, cinemas, YouTube
 - ex. of undertaking to show infomercials by breaching entity

- **Agency Website**


- Clear message to consumers and businesses
- Materials easily available
- Online learning tools
- Track visits

Philippine Competition Commission
Ensuring businesses compete and consumers benefit



PROMOTING COMPETITIVE MARKETS
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PCC ADVOCACY TOOLS

Available courses



Best Advocacy: Scaling Up Enforcement

- Partnerships with other **government agencies** and with **enforcement partners**
 - Coordinating with sector regulators to avoid jurisdictional and enforcement conflicts
 - Memoranda of Agreement (MOAs) for policy coherence, streamlining of procedures, and sharing of information and technical expertise
 - Conduct of capacity-building activities for enforcement partners in government, office of solicitor general, court justices, etc.

Hot tip!!



Do not close your doors, be approachable, keep lines of communication open

Entities want to find a way to comply, not everyone is seeking to fool you!

Trust is a two-way street