



PROGRAMME

7th ASEAN Competition Conference 2017 - ASEAN@50 – Managing Change in a Competitive ASEAN”

**8-9 March 2017
Sunway Hotel Resort
Selangor, Malaysia**

The 7th ASEAN Competition Conference (ACC) serves as an initiative to advocate the development of Competition Policy and Law (CPL) within the ASEAN Member States by encouraging the building of strong institutional and enforcement mechanisms to foster a more competition aware region.

Since its inception in 2011, the ACC has been a forum to address the challenges faced in CPL implementation. The ASEAN Member States have benefited from the exchange of experiences and strategic discussions, drawing lessons from one another and from competition bodies and experts from outside of the region in areas of CPL enforcement and advocacy, among others. With a specific theme chosen each year, the ACC is instrumental in fostering the promotion of competition policy for regional development and in shaping the direction of CPL implementation within the ASEAN region.

In order to achieve a more competitive ASEAN region with well-functioning and highly cohesive markets, there is a need to better address the issue of having operational and effective competition rules. The ASEAN single market will need to look towards enforceable competition rules that protect against anti-competitive practices and promote consumer welfare, as well as to allow for the pursuit of a regional competition policy.

Although implementing effective regional competition policy is a big challenge due to the wide differences in socioeconomic developments, legal institutions as well as the lack of competition culture and weak regulatory frameworks, a more region-centered approach through both formal and informal cooperation initiatives may assist in forging a stronger competition environment in the ASEAN region.

The 7th ACC is hosted by the Malaysia Competition Commission (MyCC) and co-organised together with the AEGC, the ASEAN Secretariat, and the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Economic Cooperation Support Programme (AECSP) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, upon commission of the German Federal Ministry for Economic Cooperation and Development (BMZ).

Day 1 Programme (Wed, 8 March 2017)	
8.30 am	Registration
9.00-9.15 am	Welcoming Remarks The Hon. Tan Sri Dato' Seri Siti Norma Yaakob Chair, Malaysia Competition Commission
9.15-9.25 am	Opening Address YB Dato' Seri Hamzah Zainudin <i>Minister of Domestic Trade, Co-operatives and Consumerism</i>
9.25-9.35 am	Presentation of the 10th Anniversary Video of the ASEAN Experts Group on Competition (AEGC)
9.35- 10.00 am	Coffee Break & Photo Session
10.00-10.10 am	Overview of the Conference Dr. Nasarudin Abdul Rahman, Assistant Professor, Ahmad Ibrahim Kulliyah of Laws, International Islamic University Malaysia, Conference Convenor
PLENARY SESSION	
10.10-10.25 am	The ASEAN Competition Landscape Post-2015 – Vision for a Competitive ASEAN - Overview of ASEAN competition developments and progress in ASEAN in the last decade - Understanding the new competition imperatives under the ASEAN Community and its attendant AEC Blueprint 2025 - An overview of initiatives under ASEAN Competition Action Plan (ACAP) 2016-2025. <i>Speaker:</i> Mr Khouanchay lemsouthi <i>Chair of the ASEAN Expert Group on Competition (AEGC)</i>

PANEL DISCUSSION 1			
10.25am - 12.00 pm	ASEAN's Young Competition Agencies - the Tough Get Going • What are the successful elements of an effective competition agency? Are there any short-cuts to training and retaining talent? • How to build political support and strengthen stakeholder commitment on the benefits of competition law? • Does priority-setting and resource allocation work in an environment of competing priorities? • What are the limits of independence, transparency and accountability of young competition agencies? Moderator: • Mr Toh Han Li Chief Executive Competition Commission of Singapore <table border="1"> <tr> <td> Panellists: • Dato' Ahmad Hisham bin Kamaruddin Commission Member of the MyCC • Atty Gwen De Vera, Executive Director Philippine Competition Commission (PCC) </td><td> Commentators: • Mr. Aung Min Thyke Director Ministry of Commerce Myanmar • Mr. David Chrystall Chief Advisor, Competition Branch, Commerce Commission, New Zealand </td></tr> </table>	Panellists: • Dato' Ahmad Hisham bin Kamaruddin Commission Member of the MyCC • Atty Gwen De Vera, Executive Director Philippine Competition Commission (PCC)	Commentators: • Mr. Aung Min Thyke Director Ministry of Commerce Myanmar • Mr. David Chrystall Chief Advisor, Competition Branch, Commerce Commission, New Zealand
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12.00 – 12.40 pm	Competition Doctrines for the Medicine Sector: Innovation and Affordability Speaker: • Professor Frederick Abbott Professor of International Law College of Law, Florida State University		
12.40 - 2.00 pm	Networking Lunch (All)		

PANEL DISCUSSION 2

2.00-3.30 pm

Competition Laws are relevant for MSMEs - Myth or Reality

- Why are competition laws also relevant for smaller companies?
- Are MSMEs too small to affect the market, and thus be excluded from competition law enforcement?
- How can small companies promote the competition culture?
- How can small companies benefit from competition enforcement?

Moderator:

- **Ms. Shila Dorai Raj**
Competition Law and Economics Consulting (CLEC)

Panellists:

- **Professor Tresna Priyana Soemardi**
Commissioner, Commission for the Supervision of Business Competition (KPPU) Indonesia
- **Dr Pornchai Wisuttisak**,
Head of Legal Training Centre, Faculty of Law, Chiangmai University, Thailand

Commentators:

- **Mr. Daniel Wilcock**
Assistant Deputy Commissioner, Competition Bureau, Canada
- **Ms. Heidi Farah Sia binti Abd Rahman**, *Head of Consumer Affairs Division Department of Economic Planning and Development, Prime Minister's Office*

3.30-3.45 pm

Coffee Break

BREAK OUT SESSION 1 (BOS #1)

3.45-4.45 pm

Balancing Public Policy Considerations

- What is understood by public delivery of goods and services, and should competition law apply to public entities supplying goods and services also provided by private firms?
- What are the public interest considerations when enforcing competition law?
- What constitute appropriate exclusion and exemptions from competition laws?
- What are the different roles that a competition authority and sector regulator play in promoting market competition?
- What potential models and approaches are available for better institutional cooperation arrangements with other sector

	regulators? • How does competition policy interact with other policies such as industrial policy, trade policy? Are they complementing or in conflict with each other? Moderator: • Atty Gwen De Vera, Executive Director, Philippine Competition Commission (PCC) Speakers: • Ms Teresa Moreira Head, Competition and Consumer Policies Branch, UNCTAD • Mr Antonio Gomes Head of the Competition Division, OECD
BREAK OUT SESSION 2 (BOS #2)	
3.45-4.45 pm	Merger Controls and the Impact on Competition • Why is there a need for merger controls under competition laws? • Will merger notifications and examination affect business confidentiality and affect business operations? • How to achieve quick turnaround in merger clearance? • What are the public interest considerations in mergers assessment under competition law? • How to find appropriate remedies under merger controls? Moderator: • Mr. Frank Fine Head of International Antitrust, DeHeng Law Offices, Brussels, Belgium Speakers: • Mr. Mark Basile, Director, Merger Investigations, Australian Competition and Consumer Protection Commission (ACCC) • Mr. Nishimura Motohiro, Deputy Director of International Affairs Division, Japan Fair Trade Commission (JFTC)
4.45 - 5.15 pm	Wrap up Session & Preparation for Day 2 Conference Convenor

6.00 pm	End of Day 1		
7.00 - 9.00 pm	Dinner hosted by MyCC (By Invitation Only)		
Day 2 Programme (Thursday, 9 March 2017)			
8.30-9.00 am	REGISTRATION		
PANEL DISCUSSION 3			
9.00-10.30 am	Competition and Innovation – Too Soon, Too Fast - Promoting understanding of the nexus between competition and innovation - competition law and emerging technologies and its implications on ASEAN - What impact does e-commerce and disruptive innovations have on competition? - What are competition issues in two-sided platform? - Do we need to factor in big data into the competition framework?		
	Moderator: Mr. Chandra Setiawan <i>Commissioner, Commission for the Supervision of Business Competition (KPPU), Indonesia</i>		
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10.30-10.45 am	Coffee Break		
PANEL DISCUSSION 4			
10.45 - 12.15 pm	Regional Cooperation: Building Blocks - What are characteristics of ASEAN competition law legislation and enforcement? - Is there a case for enhanced regional cooperation? - How can ASEAN work together to strengthen competition law		

	enforcement in the region? • What are the steps to promote the regional cooperation - mechanisms to promote sharing of information, as well as making investigations faster and less costly?	
	Moderator: • Ms. Teresa Moreira, Head, Competition and Consumer Policies Branch, UNCTAD	
	Panellists: • Mr. Phung Van Thanh, Deputy Director, Antitrust Division, Vietnam Competition Authority • Mr. Marcus Bezzi, Executive General Manager, Australian Competition and Consumer Commission (ACCC)	Commentators: • Mr. Teo Wee Guan, Director, Strategic Planning, Competition Commission of Singapore • Ms. Sarah Firdaus, Senior Officer, ASEAN Secretariat
CLOSING		
12.15- 12.45 pm	Wrap-up By Convenor Closing Remarks by MyCC: The Hon. Tan Sri Dato' Seri Siti Norma Yaakob Chairman Malaysia Competition Commission	
12.45 pm	End of Conference (Completion of Feedback Forms)	
2:15 – 3:15 pm	Post-Conference Debriefing (Closed-Door Session for AEGC, Co-Organizers and Convenor)	
3:15 – 4:30 pm	Joint Consultation with Dialogue Partners (Closed-Door)	
4:30 - 5.00 pm	Session between AEGC and UNDP (Closed-Door)	