



The ASEAN Competition Landscape Post- 2015

“Vision for a Competitive ASEAN”

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7th ASEAN Competition Conference
8-9 March 2017, Selangor, Malaysia

ASEAN@50 (Cont'd)



ASEAN ECONOMY

A Highly Competitive Economic Region

With an average annual real growth rate of **5.3%**, between 2007 and 2015, collectively ASEAN economy was the **6th largest in the world** and the **3rd largest in Asia** in 2015.



ASEAN TRADE

A More Integrated Market

Total trade increased by **US\$ 700 billion** between 2007 and 2015, with **intra-ASEAN** trade comprising **the largest share** of ASEAN's total trade.



ASEAN INVESTMENT

A Preferred Investment Destination

In 2015, ASEAN attracted **US\$ 121 billion** of FDI with **intra-ASEAN** constituting the **largest share** of inflows.



ASEAN PEOPLE

A Dynamic and Vibrant Community

In 2015, ASEAN was the **3rd** largest by population with **more than half** under the age of 30 and **47.7%** living in urban areas.



ONE VISION
ONE IDENTITY
ONE COMMUNITY



ASEAN Economic Community

Launch of the ASEAN Economic Community in 2015:

- **Integrated and closely linked ASEAN - rising intra-ASEAN trade and investment**
- **Improved business environment and enhanced connectivity:**
 - Substantial removal of tariffs for intra-ASEAN trade;
 - Reduction to barriers to trade in services and investment;
 - Improved trade facilitation environment; and
 - Enhanced connectivity through implementation of transport related agreements.
- **Integrated into the global economy – five FTAs**

ASEAN Economic Community



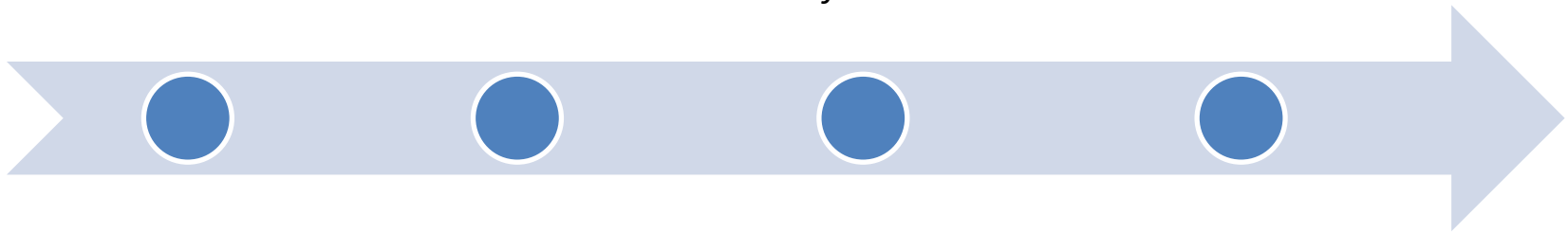
FAIR COMPETITION

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2007: AEM endorsed the establishment of the AEGC

2010: Launch of the *ASEAN Regional Guidelines on Competition Policy* and the *Handbook on Competition Policy and Law in ASEAN for Business*



2008: Inaugural Meeting of the AEGC

2011: Inaugural ASEAN Competition Conference (ACC) convened



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2013: Launch of the AEGC Website and advocacy collaterals

2016: i) Develop the ASEAN Competition Action Plan 2016-2025 (ACAP 2025)
ii) Launch of the Toolkit for Competition Advocacy in ASEAN



2015:
Establishment of the ASEAN Economic Community

ASEAN 2025

Leaders Issued the Kuala Lumpur Declaration on ASEAN 2025:
“Forging Ahead Together”



ASEAN POST-2015 VISION

A COMMUNITY THAT IS

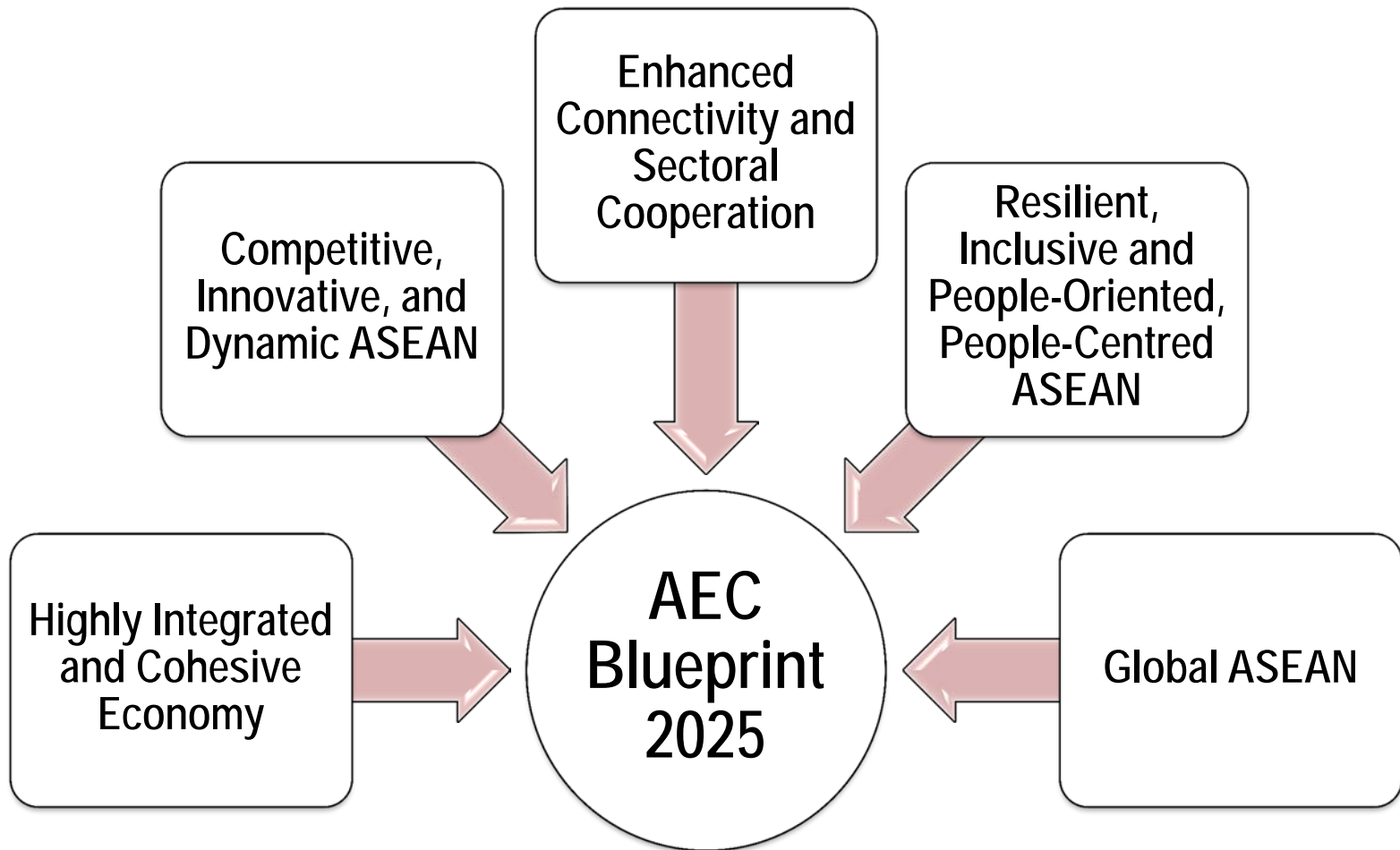
POLITICALLY
COHESIVE

ECONOMICALLY
INTEGRATED

SOCIALLY
RESPONSIBLE

PEOPLE
ORIENTED

ASEAN Economic Community Blueprint 2025



Post-2015 Competition Landscape

AEC Blueprint 2025

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Effective Competition Policy

ASEAN Competition Action Plan 2016-2025

ASEAN Competition Action Plan (ACAP) 2016-2025



STRATEGIC GOAL 1: Effective competition regimes are established in all ASEAN Member States

STRATEGIC GOAL 2: The capacities of competition-related agencies in AMS are strengthened to effectively implement CPL

STRATEGIC GOAL 3: Regional cooperation arrangements on CPL are in place

STRATEGIC GOAL 4: Fostering a competition-aware ASEAN region

STRATEGIC GOAL 5: Moving towards greater harmonization of competition policy and law in ASEAN

Progress of ACAP 2025

Strategic Goal 1

- Cambodia in final stages of drafting its competition law
- Two brainstorming sessions to develop the Competition Enforcement and Advocacy Toolkit (Toolkit to guide in assessing gaps in competition laws and policies and provide pointers for improvement)

Strategic Goal 2

- Expert Placements for Cambodia, Lao PDR, Malaysia and Myanmar
- Secondments for AMS officials to Australia and New Zealand
- Workshops on Skills Investigations and 2 Training Modules developed

Strategic Goal 3

- First AANZFTA Heads Meeting
- Essential elements and best practices identified for regional cooperation on competition enforcement

Strategic Goal 4

- 6th ASEAN Competition Conferences
- Planning for Interface workshops with sector regulators
- Advocacy toolkit completed
- Revampment of AEGC Website (www.asean-competition.org)

Strategic Goal 5

- Study on commonalities and differences of national competition laws

Regional CPL: Long Term Directions



Competition Laws in all
AMS

Competition Advocacy



Convergence “soft harmonisation” of
provisions, practices and procedures

Functional Regional Cooperation
Mechanism for CPL Enforcement





AEGC 10
PROMOTING & PROTECTING THE COMPETITIVE PROCESS
— 2017 —



ASEAN 50
★ ★ ★ ★ ★ 2017 ★ ★ ★ ★ ★

Thank You

**- One Vision, One Identity, One
Community -**