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For Immediate Release

**Competition Commission's docudrama *COMPETE: Cartel Hunters*
named Winner in international advocacy contest**

The Competition Commission (Commission)'s TV drama *COMPETE: Cartel Hunters*, Hong Kong's first docudrama on competition law cases, was named a winner in the Competition Advocacy Contest 2024 organised by the International Competition Network (ICN) and the World Bank Group, on the theme "Raising awareness on competition by communicating on impact and results".

Comprising five episodes and co-produced with RTHK, the docudrama series, premiered in September 2022, represents a key milestone in the Commission's advocacy work. Starring Alan Luk Chun-kwong, Jennifer Yu Heung-ying, Himmy Wong Ting-him and Angel Lam Chin-ting as the Commission's investigators, the series takes the audience through the investigation of four cartel cases which depict the first batch of real-life competition law cases handled by the Commission since the Competition Ordinance came into full effect.

To reach a wider audience across the community, a city-wide publicity campaign via outdoor, radio, online and social media platforms was run in tandem with the airing of the docudrama. The gripping storyline, together with the multi-pronged promotion strategy, have successfully enhanced public awareness of conduct that may raise competition concerns. In the three months following the launch of the docudrama, the number of enquiries and complaints received by the Commission have shown a year-on-year increase of around 30%.

This is the fifth time the Commission's advocacy initiative received an award in this major international advocacy contest. Upon receiving the honour at the ICN Annual Conference in Brazil, Dr. Gary Shiu, Executive Director (Policy & Advocacy) of the Commission, said, "It is truly an honour for the Commission to be once again recognized by the global competition law community for its advocacy initiative. The Commission has always taken its advocacy work very seriously and is committed to promoting understanding of the Competition Ordinance among the public and businesses through a diverse range of activities. This docudrama series best exemplifies the Commission's efforts on this front. Going forward, we will continue to explore new approaches and initiatives in delivering pro-competition messages across the community."

The Competition Advocacy Contest aims to showcase success stories from competition agencies that demonstrate the tangible results of competition advocacy under four themes. Winners and honourable mentions this year were selected from 48 outstanding entries submitted by competition agencies around the world.

To watch this award-winning docudrama, please visit the [COMPETE: Cartel Hunters webpage](#) on the Commission's website (www.compcomm.hk).

(Photos attached)

Photo Caption:



The Commission's docudrama *COMPETE: Cartel Hunters* was named a winner in the Competition Advocacy Contest 2024.



Executive Director (Policy & Advocacy) of the Competition Commission Dr. Gary Shiu (second from left) received the award at the ICN Annual Conference.