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For Immediate Release

### **Competition Commission launches “Competition 101” video series to promote understanding of the values of competition**

Over 125 jurisdictions around the world have a competition law regime to safeguard competition in the marketplace but the importance of it may not be known to everyone. To promote public understanding and appreciation of the core values and rationale behind competition law, the Competition Commission (“Commission”) launched today the “Competition 101” video series to elaborate on the key concepts of market competition in a light-hearted and easy-to-understand manner.

The first instalment of the “Competition 101” series is presented by Professor Fong Yuk-fai of the HKU Business School (Management & Strategy, and Economics). It comprises four episodes explaining the economic concepts of *Market Structure*, *Monopoly*, *Market Definition* and *Collusion*, which are fundamental to the understanding of competition law and the value it brings to the community. Aided by animation and real-life examples, these concepts are related in a simple, jargon-free manner and common questions such as “*What is a monopoly?*”, “*How do we define a market?*” “*Why is collusion between competing businesses harmful?*” are clearly answered.

To reach out to a wide range of audience, the Commission is rolling out a “Competition 101 Challenge” on its [@DontCheatCompete Facebook page](#) in tandem. Netizens are invited to watch the videos and answer questions about the concepts explained in each episode. Those who got the right answers, like/follow the Facebook page and tag two friends in the relevant posts may receive a souvenir from the Commission\*.

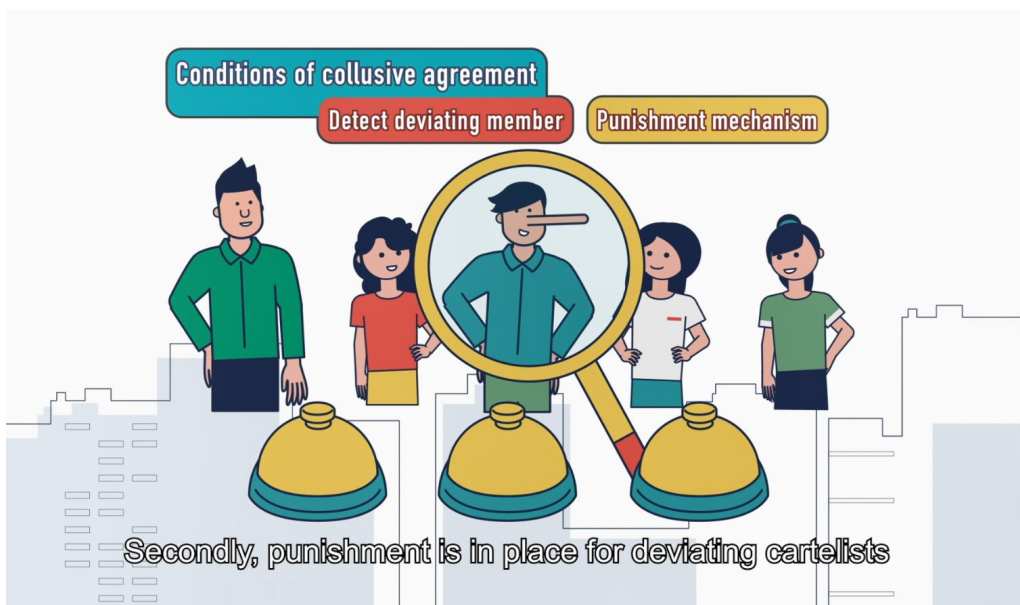
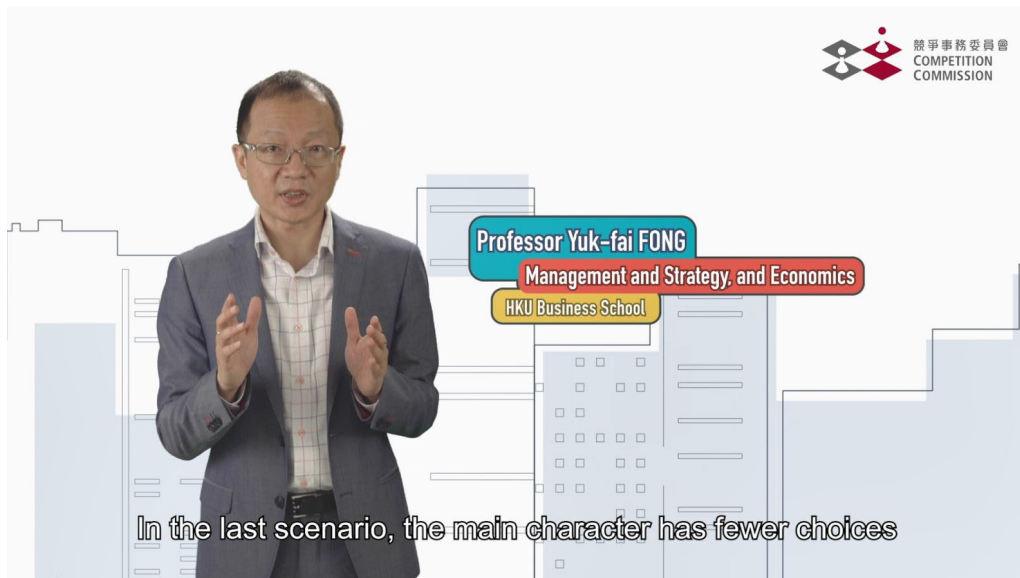
As it is also important for the younger generation to have an early grasp of the importance of fair competition, the Commission is inviting all upper secondary school students in Hong Kong to watch the videos and take a simple quiz to familiarise themselves with the competition concepts. Schools with the highest participation rate and the largest number of participants will receive an award from the Commission.

The Chinese and English versions of the “Competition 101” video series are now available on the Commission’s website and YouTube Channel ([HERE](#)).

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*\* The Challenge is conducted in Chinese and souvenirs are given out on a first-come-first-served basis.*

**Photo caption:**



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