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For Immediate Release

### **Competition Commission's "Combat Market Sharing Cartels" Campaign named winner in international advocacy contest**

The Competition Commission (Commission)'s "Combat Market Sharing Cartels" Campaign was named a winner in the 2019-2020 Competition Advocacy Contest organised by the International Competition Network (ICN) and the World Bank Group, on the theme "Boosting policy effectiveness through better coordination between enforcement and advocacy".

The Commission brought its first market sharing case to the Competition Tribunal in August 2017 against ten decoration contractors regarding the provision of renovation services at a public housing estate in Hong Kong. Riding on the public attention drawn by this enforcement action, the Commission launched a city-wide advocacy campaign to raise public awareness of market sharing and the harm it inflicts on consumers. The Commission also offered policy advice to the Hong Kong Housing Authority on how to safeguard against potential anti-competitive conduct.

The campaign adopted a multi-pronged approach to maximise its impact. Among multiple initiatives, the Commission has produced a video series featuring actor Timothy Cheng Tse-sing in which the abstract concept of market sharing was explained through light-hearted drama. The Commission also made effective use of the mass and social media in creating an astounding viral effect for the videos.

The campaign has not only raised public awareness on market sharing, but also aided in the intelligence-gathering efforts of the Commission. Two more market sharing cases were filed in the Tribunal in 2018 and 2019 respectively.

A spokesperson for the Commission said, "This is the fourth year the Commission's advocacy initiative received an award in this major international advocacy contest and it is a true honour to be once again recognised by the global competition law community. We are deeply encouraged by the widespread impact of the campaign and going forward, we will carry on our creative approach in promoting public understanding of the value of competition and the law."

The Competition Advocacy Contest aims to raise awareness of the key role played by competition agencies in promoting competition. Winners and honourable mentions in four categories were selected from entries submitted by competition agencies around the world.

Members of the public are welcome to visit the ["Combat Market Sharing Cartels" Information Centre](#) on the Commission's website [www.compcomm.hk](http://www.compcomm.hk) for details of the award-winning campaign.

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(Photo on the next page)



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