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For Immediate Release

**Competition Commission's "Compete with Integrity" TV Series
named "Most Innovative Antitrust Soft Law" in Antitrust Writing Awards**

The Competition Commission (Commission)'s "Compete with Integrity" TV Series (Series) was named the "Most Innovative Antitrust Soft Law" in the Antitrust Writing Awards organised by Concurrences Review and George Washington University Law School Competition Law Center.

The Commission had been advocating the benefits of the Competition Ordinance (Ordinance) and educating businesses on the need to comply through a range of initiatives well before the Ordinance came into full effect last December. To translate this highly complex body of law into layman language, the Commission had adopted an innovative way of explaining the main provisions of the Ordinance through a series of ten one-minute TV episodes entitled "Compete with Integrity". Starring renowned actors, the Series was aired at prime time on a local TV channel in July 2015.

With the key messages reaching over 1.5 million of audience every night during the broadcast period, the Series was successful in raising public awareness of the new law in Hong Kong. It has also been shown in seminars and events both locally and overseas, receiving positive feedback from the audience and the Commission's counterparts in other competition agencies.

Ms. Rose Webb, Chief Executive Officer of the Commission, said, "The Commission is deeply encouraged by the international recognition of our breakthrough advocacy. We will continue to produce quality educational materials to help both the general public and businesses further understand and comply with the law."

Aiming to contribute to competition advocacy, the Antitrust Writing Awards celebrate the best writings published in the antitrust or law & economics fields worldwide. The category of "Best Soft Law" is a selection of the most innovative non-enforcement tools issued by competition agencies in the world.

Members of the public are welcome to visit the Commission's website www.compcomm.hk to watch the award-winning series.



Ms. Rose Webb, Chief Executive Officer of the Competition Commission, is honored to receive the Antitrust Writing Award for the Commission's "Compete with Integrity" TV Series.