



# Promotion of Competitiveness within the Framework of the Initiative for ASEAN Integration (COMPETE)

Competition makes ASEAN markets work better :  
Best possible quality at reasonable prices

## Context

Removing barriers to trade in services and setting up more effective competition regimes are two important key elements of the ASEAN Economic Community (AEC) to create a common and viable market.

Reducing trade barriers contributes to better competition, which has positive impacts on service provision, particularly for consumers in Cambodia, the Lao PDR, and Viet Nam. However, opening service markets also leads to a higher risk of market concentration and abuse of market power. Because of this, changes in the national competition regimes are necessary.

<b>Project name</b>	Promotion of Competitiveness within the Framework of the Initiative for ASEAN Integration (COMPETE)
<b>Commissioned by</b>	German Federal Ministry for Economic Cooperation and Development (BMZ)
<b>Project region</b>	Cambodia, Lao PDR, and Viet Nam
<b>Lead executing agency</b>	Association of Southeast Asian Nations (ASEAN)
<b>Duration</b>	2018 - 2022

## Objective

Cambodia, the Lao PDR, and Viet Nam implement the investment-conducive pro-competitive ASEAN agreements in their trade in services.

Cambodia, Lao PDR, and Viet Nam implement the ASEAN agreements in the areas of trade in services and competition policy in an investment conducive and competition-friendly manner.

## Approach

In the ASEAN member countries, the project supports the implementation of competition policies. The strategies shape the institutional framework for investment and competition-promoting regulatory practices in the ASEAN member states and lead to more economic integration.



Workshop on Draft Strategic Framework for Myanmar Competition Commission (MmCC) in January 2020  
Photo: © GIZ/COMPETE



Here the project works together with the relevant ASEAN sector bodies, namely the ASEAN Experts Group on Competition (AEGC) and the ASEAN Coordinating Committee on Services (CCS).

At the same time, the project supports Cambodia, the Lao PDR, and Viet Nam in improving the institutions involved in implementing trade laws and ASEAN agreements on service provision and competition .

## Impact

To date, all ten ASEAN Member States enacted competition laws and set up national competition agencies to address anti-competitive agreements, abuse of dominance as well as anti-competitive mergers and acquisitions.



8th ASEAN Competition Conference, Phnom Penh  
Photo: © GIZ/COMPETE

New platforms like the ASEAN Competition Conference and the ASEAN Competition Enforcers' Network enable the ASEAN competition agencies to regularly meet and share their experience and challenges.

Several ASEAN-Publications like the "Regional Guidelines on Competition Policy" support the ASEAN Member States to move towards greater harmonisation of competition law and policy in ASEAN (<https://www.asean-competition.org/publication>)

## Gender and competitiveness

Gender mainstreaming is integrated into the strategic advice of personnel development systems. The aim is to ensure that the various elements of personnel development (selection, further training, promotion, etc.) are geared towards equal opportunities in order to systematically reduce existing gender injustice.

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