

FAIR PLAY FOR GROWTH STAND OUT AND THRIVE BY COMPLYING TO COMPETITION LAW!

Think of competition law as your business's ally - by playing fair, you not only avoid costly fines and legal trouble, but you also build trust with customers and partners. **Want to grow sustainably and stand out in the market?** Embracing fair competition helps you innovate, attract loyal clients, and thrive in a healthy business ecosystem.

Whether you're a startup, SME, or multinational enterprise, the **Competition Compliance Toolkit for Businesses in ASEAN** offers actionable insights, checklists, and strategies to navigate competition rules confidently.



Purpose of the Toolkit



Enhance your understanding on competition law principles.



Demonstrate how to establish an internal Competition Compliance Programmes (CCPs).

Best Practices for Businesses

DO'S



Implement a CCP.



Train staff regularly.



Monitor and evaluate risks.



Object to anti-competitive behavior.

DON'Ts



Make anti-competitive agreements with competitors.



Discuss sensitive topics such as pricing.



Restrict business partners' freedom.



Stay silent on suspicious conduct.

With the Competition Compliance Toolkit, ASEAN businesses are not just following the rules—you are leading the way towards fair, innovative, and sustainable growth!

Download the **Toolkit** through this QR code:



Strong compliance, stronger business. Be part of a fairer ASEAN market.