

STRENGTHENING MARKET INTEGRITY

THE ASEAN FRAMEWORK AGREEMENT ON COMPETITION (AFAC) AND MERGER INFORMATION SHARING PORTAL (MISP)



The ASEAN Framework Agreement on Competition (AFAC) marks a significant milestone in regional economic integration. The Agreement will contribute to enhancing regulatory coherence, facilitating cross-border competition law enforcement, boosting investor confidence, and supporting deeper economic integration. For businesses, this agreement introduces both opportunities and responsibilities, as it reshapes the competitive landscape to foster transparency, innovation, and inclusive growth—especially in the rapidly evolving economy.

AFAC is a **legally binding agreement**, marking ASEAN's highest commitment to competition policy and law.

AFAC aims to:



Promote a fair and competitive business environment.



Integrate competition policy into regional and domestic economic strategies.



Enhance economic efficiency, inclusive growth, and development.



Build capacity to tackle anti-competitive practices.



Strengthen cooperation and coordination in investigations and enforcement.



Support ASEAN's regional economic integration.

To help put AFAC into action, the Merger Information Sharing Portal (MISP) serves as a central platform to facilitate information exchange and coordination among ASEAN competition authorities on cross-border merger cases, promote transparency, and strengthen enforcement cooperation. This portal allows competition agencies in ASEAN to share details about merger cases with each other, making it easier to work together on cross-border competition cases. It helps improve investigations, save time and resources, avoid conflicting information from companies, and strengthen cooperation among ASEAN Member States. For businesses, the MISP offers valuable insights into merger trends and legal requirements, supporting strategic planning and compliance in cross-border M&A transactions.



Together, AFAC and MISP help create fair competition across ASEAN, offering businesses a clearer and more consistent regulatory framework to grow, innovate, and compete in the economy.