

Grand Design of Competition Policy

In order to **invigorate the economy** and **enhance consumer interest** by promoting fair and free competition, the JFTC will, with emphasis on the following measures, positively implement competition policy.

Strict and Appropriate Enforcement

1 Stringent action against price-fixing cartels and bid riggings

- Strictly cope with price-fixing cartels and bid riggings, which are vicious anticompetitive conducts.
- Strengthen enforcement against international cartels in response to the globalization of the economy.
- Smoothly implement the leniency program, properly exercise compulsory measures for criminal investigations, and fully consider securing due process.

2 Stringent action against exclusionary conducts

- Strictly and promptly deal with exclusionary conducts which abuse IPRs or impede new entrants to the market in the public utility sector.

3 Encouragement of fair trade practices

- Promptly and stringently act against unfair trade practices that disadvantage small and medium sized enterprises.
- Ensure fairness of subcontracting transactions, including the service sector.

4 Improvement of merger reviews

- Conduct merger review in a prompt and transparent manner, and utilize economic analysis further to grasp the effect of M&A on market.
- Strengthen cooperation with foreign competition authorities for multi-jurisdictional merger reviews in response to the globalization of the economy.

Improvement of Competitive Environment

1 Prevention of violations

- Enhance the transparency and the predictability of enforcement by issuing guidelines and providing consultations to businesses. At the same time, by holding lectures, promote the prevention of violations by businesses' own initiative.
- Grasp situations and problems of compliance by businesses, and promote measures to enhance compliance system by businesses.

2 Monitoring of market functions after regulatory reform

- Improve competitive environment by follow-up of the market after regulatory reform, review of various acts that deter new entrants, and policy recommendations based on the above.
- Make proposals for the improvement of efficiency of the public procurement system and consciousness of public officials, based on the experiences of investigations into bid riggings.

Reinforcement of Competition Policy Infrastructure

1 Enhancement of JFTC capacities

- Enhance, in quantity and quality, human resources for law enforcement and the implementation of competition policy.
- Improve ability on analyses and expertise by positively utilizing the CPRC and outside experts.

2 Fostering public understanding of competition policy

- Expand information from the JFTC.
- Improve communication with the public through Antimonopoly Policy Cooperation Committee, etc.
- Disseminate the amended AMA becoming effective in 2010, and strive to make the act take root.

3 Promotion of international cooperation

- Positively promote international cooperation among competition authorities through the ICN, etc.
- Enhance cooperative relationships among competition authorities in the East Asian region by information exchange and technical assistance through the East Asia Top Level Officials' Meeting on Competition Policy, etc.
- Actively provide information overseas about JFTC activities.