

STRATEGIC PARTNERSHIP BETWEEN MYCC AND ACADEMICS

COMPETITION ENFORCERS & ACADEMIC SUMMIT 2019

Organized by Hong Kong Competition Commission & Centre for Competition
Policy and Regulation of Hong Kong Lingnan University

1-2 August 2019

United Conference Centre, Hong Kong

● **Strategy Plan for Competition Advocacy**

Five strategic goals

- (i) Advocate, inform and educate the public on competition matters;
- (ii) Conduct studies on competition issues;
- (iii) Create more 'Competition Champions' among key stakeholders;
- (iv) Engage and build strong relationships with key stakeholders; and
- (v) Utilize the best communication instruments.

The Advocacy and Communication Committee (ACC)

- (i) Determine target stakeholders that would be the focus for MyCC advocacy, communication and media programmes;
- (ii) Produce an effective advocacy and communication plan for MyCC, which includes the communication channels to be used such as seminars, briefings, dialogues, road shows, media campaigns, activities and materials to be published, etc.;
- (iii) Produce an effective advocacy, communication and media plan for MyCC, which would include a media campaign, activities and materials to be published; and
- (iv) Collaborate with universities and training institutions to incorporate competition into their curriculum

COMPOSITION OF ACC

(i) Chairman

(ii) Not more than two other Commissioners

(iii) Ministry Office; Regulators; Media Industry paper; and Media Electronic & Digital, Consumer Association, Trade Association
etc

The statistic of Advocacy programme 2011-2019

| YEAR | PUBLIC SECTOR | PRIVATE SECTOR | Total |
|------------------|---------------|----------------|-------|
| 2011 | 6 | 24 | 30 |
| 2012 | 12 | 23 | 35 |
| 2013 | 11 | 18 | 29 |
| 2014 | 22 | 9 | 31 |
| 2015 | 34 | 13 | 47 |
| 2016 | 19 | 9 | 28 |
| 2017 | 20 | 7 | 27 |
| 2018 | 21 | 8 | 29 |
| 2019 (as of May) | 4 | 5 | 9 |
| Total | 149 | 116 | 265 |

MOU – MYCC AND HIGHER LEARNING INSTITUTIONS

- In 2015, the MyCC has signed six Memorandum of Understanding
- Co-operative College of Malaysia (MKM) and five institutions of Higher Learning (IHL), including:
 - Universiti Kebangsaan Malaysia (UKM)
 - University Malaya (UM)
 - Universiti Teknologi Mara (UiTM),
 - International Islamic University Malaysia (IIUM),
 - Institut Koperasi Malaysia (IKKM)
 - Taylors University
- In 2018 MyCC had co-operate with one institution which is Universiti Utara Malaysia

- Short-term attachment programs for lecturers at MyCC
- Industrial training for students
- Conducting training and advocacy programs between two parties and
- Developing subjects or modules on competition law as one of the elective subjects in the study modules

- the first Moot Court Competition on Competition Law was held on 17-18 October 2016 and
- the 2nd Moot Court Competition on Competition on 28-30 October 2017 within the selected Institute of Higher Learning Institution such as :
 - *University of Malaya (UM),*
 - *National University of Malaysia (UKM),*
 - *Mara University of Technology (UiTM),*
 - *Northern University of Malaysia (UUM), and*
 - *The International Islamic University Malaysia (UIAM).*

RGPCL

- i. Introduced in December 2012.
- ii. MyCC RGP will fund research studies, market surveys and case studies on competition issues in the Malaysian economy that fall within the MyCC Strategic Research Areas.
- iii. In 2013, a total of 23 applications were received and only two successful applicants were awarded by the MyCC in 2015.
- iv. In 2015, MyCC received four (2) applicants and only one (1) of the applicants have successfully received the grant by the MyCC in 2017.
- v. In 2016, there were two (2) applicants and both have successfully received the grant in 2017 and 2018.

OBJECTIVE OF RGPCL

- Funding research in the area of competition policy, laws and economics in Malaysia
- to develop informed and evidence-based competition policies, laws, guidelines, codes of practice and to design competition advocacy activities;
- the dissemination (nationally and internationally) of academic as well as renowned articles and publications on competition issues .
- Provide an opportunity for knowledge transfer and know-how among academics and the officers of the Commission .

| YEAR | Topic of Research Grant Proposals |
|------|--|
| 2015 | Competitive Strategies of Real Estate Agents in Malaysia : A Case Study in Klang Valley |
| | Anti-Competitive Behaviour in the Financial Sector - A Tool Kit for Internal Auditors |
| 2016 | Study on Awareness and Perception of CA2010 and MyCC in Malaysia |
| 2017 | Approved Permits (APs) in Malaysia: Potential Issues and Challenges under Competition Act 2010 |
| 2018 | Medicine Prices Comparison among Different Private Healthcare Settings |

RGPCL SOP

Eligibility

Research proposal

Selection process

Selection criteria

Duration and Budget

Monitoring and disbursement

Research Etiquette and Integrity

- Eligibility –

- Malaysian citizen, faculty, post-doctoral or doctoral researchers attached to public or private universities, undergraduates; staff of think tanks or civil society organisations or freelance researchers

- Research proposal –

- Commission's Strategic Research Areas evidence-based research studies and surveys with findings that are likely to be published in academic journals or publications for popular consumption
- outcomes must lead to recommendations for policies, laws, strategies, guidelines, codes of practice or competition advocacy activities that will spread awareness of competition issues and promote competition culture in the country.

- Selection process –

- RGPCL Panel of Experts to assist in the review and evaluation of the research applications

- Selection criteria

- Commission's Strategic Research Areas
- feasibility for completion within the established time frame and budget
- will be useful, applicable and have impact on competition advocacy and policy making
- a proposed plan for dissemination of the research products
- demonstrates originality and examines a significant issue in the context of existing knowledge and literature on competition issues

- **Duration and budget**

- RM25, 000 – RM50, 000
- 6 months – one year
- Approved expenses –

- **Monitoring and disbursement**

- Stage of disbursement – proposal, midterm review and final disbursement
- satisfactory mid-term progress report based on the applicant's proposed research activities and milestones
- The final report - the executive summary of the findings/outcomes (in English and Malay), full report of the research, training modules on research methodology used, a financial statement on how the overall grant has been spent by the researcher and proof of publication (at least one publication in English or Malay for academic research only).

- **Research Etiquette and Integrity**

- research complies with research etiquette and the research is conducted at the highest level of integrity.
- Plagiarism is strictly prohibited and may result in the termination of research grant contract.
- obtain necessary consent and permission from the relevant authorities before collecting and disseminating their data and information

PRIORITY AREAS 2018-2020

Improving market for basic consumer goods and services

- Shelter, food, transport and utilities account for 68 percent of spending by the average household in the bottom 40 percent of the income distribution. The consumer price index is in an increasing trend above inflation for well over a decade. In some cases, it does not appear to be justified by cost increases or quality improvements. Detailed studies are required to address the competition issues in this market

Shaping competition policy in an era of digitalisation

- how to deal with the challenges of these platforms could bring into the market. Meanwhile, market power such as the increasing use of data and algorithms is being mentioned as a new challenge for the regulators and competition authorities to further studies on the impact to the competition laws

- **Specific** -competitive environment of a particular sector, market structure or market concentration, anti-competitive or pro-competitive behavior, laws and regulations that facilitate competitive environment or create market distortion etc.
- **Broader issues** - the impact of competition law enforcement on the economy, the benefit of competition policy for consumers and the need of mergers control regime in Malaysia etc.

THANK YOU

Dr Nasarudin Bin Abdul Rahman

International Islamic University Malaysia

Member of the Commission, Malaysia Competition Commission