

¹ Putting this fundamental national decision on a sound foundation is a long process with four major components: helping stakeholders

policy choices and include customs impacting the degree of business competition and cooperation within a jurisdiction.

8. In South Africa, India and Indonesia, for example, in a

2019 with a workshop in which experts, including from the FTC, commented on the study and made further recommendations. Noteworthy among the ways in which restraints on competition limit the ability of suppliers to compete were price controls for milk products for young children and the quotas and regulations on rice that discriminate in favor of SOEs.⁶ A similar APEC funded study is underway in the Philippines.

32. The FTC has organized several of its own TA advocacy workshops for both competition agency staff and as a way of reaching beyond competition authorities to attorneys and investigators in government regulatory agencies to prompt them to identify ways that competition might be a better way to deliver the results desired by their regulators. Such workshops offer practical tips for identifying policies that unnecessarily restrict competition, including FTC's experience conducting industry and merger retrospective studies, to make brainstorming sessions on the pros and cons of regulation versus competition, and examples of how the FTC proceeds.

33. At a more granular level, the FTC's TA on advocacy describes in detail methods used and provides examples of actual FTC advocacy letters to legislators or regulators, and briefs submitted to courts. The FTC's written advocacy generally begins with a clear articulation of the antitrust agencies' interest and experience in promoting competition. It also emphasizes that consumer welfare is the FTC's concern as a competition authority evaluating the regulation. To the extent that restrictions on competition are necessary to prevent significant consumer harm, the advocacy points out ways to draw the restrictions narrowly and minimize the anticompetitive impact.

34. Coordination, cooperation and regular open lines of communication between competition authorities and other government regulatory bodies are also important elements of effective advocacy on public policies. Competition authorities need the very specialized expertise of the sector regulators, and the regulators need the expertise of the competition authorities. Codifying this relationship, as the FTC has done with the Consumer Finance Protection Bureau, in memoranda of understanding is one way to insure this exchange and cross-pollination. The Philippine Competition Commission (PCC) is one example of the many competition authorities.