

IN THE ACT

MAKING MARKETS WORK WELL

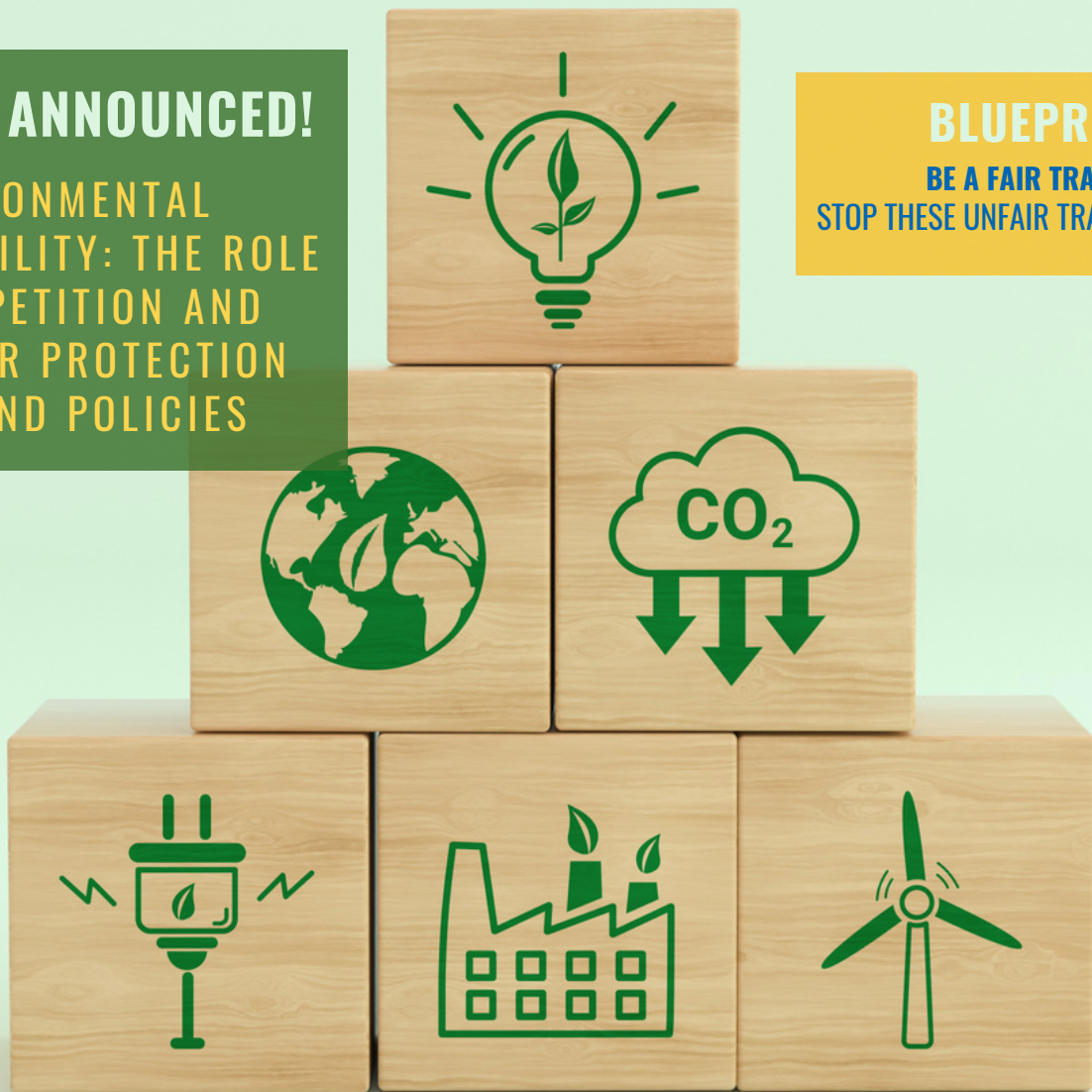
ISSUE 13 | JUNE 2022 - SEPTEMBER 2022

WINNERS ANNOUNCED!

ENVIRONMENTAL
SUSTAINABILITY: THE ROLE
OF COMPETITION AND
CONSUMER PROTECTION
LAWS AND POLICIES

BLUEPRINT

BE A FAIR TRADER:
STOP THESE UNFAIR TRADE PRACTICES



Spotlight: CCCS raises competition concerns on Talace/Air India Merger



CE's NOTE

SIA AIK KOR
CHIEF EXECUTIVE
COMPETITION AND CONSUMER COMMISSION OF SINGAPORE

I am happy to share that we have completed the 5th run of the CCCS-ESS essay competition. We received a total of 118 submissions across both the "Open" and "School" categories. The essays provided insights from the public on how CCCS, competition law and consumer protection laws can support environment sustainability in Singapore, touching on issues such as, how businesses can collaborate yet compete fairly in achieving sustainability goals, how externalities to the society accruing from sustainability should be accounted, and how consumers can be better protected against "greenwashing". I would like to take this opportunity to thank all winners and participants for their effort and support.

While the COVID-19 pandemic initially saw a slow-down of M&A activity, the M&A landscape in the Asia-Pacific region is now thriving. Since the beginning of 2022, we have received 5 merger notifications, of which four remain under review. In June, we completed the Phase 1 review of the acquisition by Talace Private Limited of Air India Limited, and raised competition concerns with Talace on the Transaction. At this stage, merger parties may offer commitments to address the competition concerns or file further information for CCCS to proceed to a more detailed and extensive examination of the merger situation.

CCCS continues to be active in the regional and international competition and consumer protection fora. In the last quarter, we participated in bilateral meetings and international engagements involving the New Zealand Commerce Commission, the UK Competition and Markets Authority, and the Malaysia Competition Commission. We also took part in the 3rd ASEAN Consumer Protection Conference to moderate a session discussing the importance of cross-sectoral coordination and cooperation in dealing with new and emerging consumer issues in the digital economy.

CCCS recently published its Annual Report FY21 titled "Fair Markets for Sustainable Growth" which features our key achievements in the past year. Continue to look out for our latest happenings in our website (www.cccs.gov.sg) and social media (www.facebook.com/cccs.sg).

CONTENTS



SPOTLIGHT

CCCS-ESS Essay Competition Results	3
CCCS Raises Competition Concerns on Talace/Air India Merger	5
Notifications to CCCS	6
<ul style="list-style-type: none"> • Crucibles Companies Merger • Marine Companies Merger • Printing Solutions Companies Merger 	

TALKING POINT

NUS Law Crowned Champions of the 8th Herbert Smith Freehills Competition Law Moot	7
Mergermarket M&A Forum Outreach to GrabFood & Qoo10	8

GLOBAL ACT

Virtual Bilateral Meeting with NZCC	9
UK CMA (Data) Conference in London & OECD Meetings in Paris	9
3rd ASEAN Consumer Protection Conference	10
3rd MyCC Competition Law Conference	10
GCR Live: Law Leaders Asia-Pacific 2022	10

SHOWCASE

Fair Markets for Sustainable Growth	11
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BLUEPRINT

Be a Fair Trader: Stop these unfair trade practices	12
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ABOUT CCCS

The Competition and Consumer Commission of Singapore (“CCCS”) is a statutory board of the Ministry of Trade and Industry. CCCS administers and enforces the Competition Act 2004 which empowers CCCS to investigate and adjudicate anti-competitive activities, issue directions to stop and/or prevent anti-competitive activities and impose financial penalties. CCCS is also the administering agency of the Consumer Protection (Fair Trading) Act 2003 or CPFTA which protects consumers against unfair trade practices in Singapore. Our mission is to make markets work well to create opportunities and choices for business and consumers in Singapore.

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SPOTLIGHT



CCCS-ESS ESSAY COMPETITION RESULTS

Winners were presented with their awards by Emeritus Senior Minister Goh Chok Tong at the Economic Society of Singapore Annual Dinner

The 5th run of the CCCS-ESS essay competition 2022, co-organised with the Economic Society of Singapore (ESS), ended on 27 May 2022 with a total of 118 submissions received across the 'Open' and 'School' categories. This year's topic "**Environmental Sustainability: The role of competition and consumer protection laws and policies**" highlighted environmental sustainability as one of the most important priorities facing many economies today and invited contestants to examine the role of competition and consumer protection laws and policies in supporting environmental sustainability in Singapore.

The 12 winning essays were selected after two rounds of judging. The final judging panel comprised Ms Sia Aik Kor (Chief Executive, CCCS), Ms Ng Ee Kia (Assistant Chief Executive, Policy, Business and Economics, CCCS), CCCS

Commission Members - Ms Aurill Kam (Legal Clinic LLC) and Assoc Prof Walter Theseira (Singapore University of Social Sciences), and ESS members - Mr Marcus Fum (Monetary Authority of Singapore), Ms Nimisha Tailor (Access Partnership), Mr Poh Lip Hang (Baker McKenzie Wong & Leow) and Ms Maureen DeRooji (The Executive Forum). ESS Council Member Dr Derrick Kon Sen Choeng played a vital role in coordinating the judging process.

The competition campaign came to a close with the award ceremony held in conjunction with the ESS Annual Dinner 2022 on 17 August at the Hilton Hotel. Mr Ravi Menon, Managing Director of the Monetary Authority of Singapore was the Guest-of-Honour and Distinguished Speaker. Winners were presented with their awards by Emeritus Senior Minister Goh Chok Tong.

[Go to the next page to see the list of winners](#)



Results of CCCS-ESS Essay Competition 2022

Below is the list of winners for the essay competition. Click on the hyperlink or scan the QR code to read the winning essays.

Open Category	School Category
<p>1st Prize Mr Tseng Zhi Cheng, Sean Douglas (Asia-Pacific Centre for Environmental Law)</p>	<p>1st Prize Mr Caius Or Shin Yi (Tampines Meridian Junior College)</p>
<p>2nd Prize Mr Tian Chuyue (NUS)</p>	<p>2nd Prize Mr Lim En Hao, Mr Matthew Tan Yee Keat & Shayna Leng Shuen Rea (Hwa Chong Institution (College Section))</p>
<p>3rd Prize Ms Selene Tanne (NUS Law, Asia-Pacific Centre for Environmental Law)</p>	<p>3rd Prize Ms Emily Tan Cheng Kai & Mr Wu Yu (Raffles Institution-Junior College)</p>
<p>Merit x 3 Mr Jonathan Loke Chieh Hahn & Mr Benjamin Choo Guang Neng (University of Cambridge) Ms Fiona Zeng YuQi (Private candidate) Ms Toh Yan Yun (NTU)</p>	<p>Merit x 3 Ms Ayda Ko Jing Xuan & Ms Teo Hui Qi Asta (Dunman High School) Ms Jane Sim Jia Zhen & Ms Caitlyn Gan Shao Li (National Junior College) Mr Lee Zonglin, Tristan & Mr Tek Kai Zhen (National Service)</p>



Scan or click
to read the
winning
essays





TALACE/AIR INDIA MERGER

CCCS Raises Competition Concerns

CCCS accepted an application on 6 January 2022 from Talace Private Limited (“Talace”) for a decision on whether the acquisition (“Transaction”) by Talace of Air India Limited would infringe section 54 of the Competition Act 2004, which prohibits mergers that have resulted, or may be expected to result, in a substantial lessening of competition within any market in Singapore.

Talace is a private company incorporated in India solely for the purposes of the Transaction. Talace’s parent company, Tata Sons Private Limited (“Tata Sons”) is engaged in the provision of international air transport services (both passengers and cargo) in India through its joint-venture with Singapore Airlines Ltd (“SIA”), Tata SIA Airlines Ltd, which operates under the brand name “Vistara”. Vistara also provides international air passenger transport services on, amongst others, routes from and to Singapore.

After completing the Phase 1 review, CCCS raised competition concerns with Talace on the Transaction.

In particular, Air India and Vistara are two of the three key market players along the “Overlapping Air Passenger Transport Routes” of Singapore-Delhi (“SIN-DEL”) route and Singapore-Mumbai (“SIN-BOM”) route (and vice versa); and both airlines are likely to be each other’s close competitor. Third party feedback also suggests the presence of SIA as a significant competitor of Air India and Vistara along the Overlapping Air Passenger Transport Routes and the Overlapping Air Cargo Transport Routes from Singapore to India (and vice versa). Accordingly, CCCS needs to assess the competition effects of the Transaction in greater detail.

At this stage, the Parties may offer commitments to address the potential competition concerns of the Transaction raised by CCCS. Otherwise, the merger will proceed to a detailed further review upon CCCS’s receipt of the relevant documents from the Parties. Commitments may also be offered at any time during this review.

Scan or
click to
read more



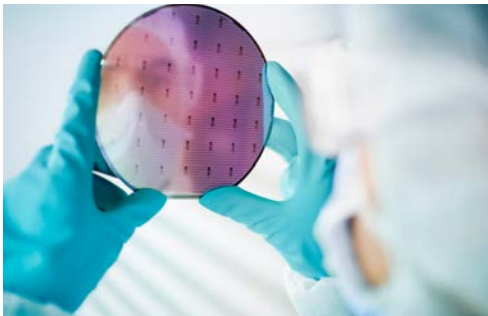
<https://go.gov.sg/talaceairindiamerger>

SPOTLIGHT

NOTIFICATIONS TO CCCS



Crucibles Companies Merger



CCCS conducted a public consultation on the proposed acquisition by MOMQ Holding Company ("**Momentive**") of CoorsTek KK.'s ("**CoorsTek**") crucibles business (the "**Target Business**") from 30 August to 13 September 2022. The Parties submitted that Momentive and the Target Business only overlap in the supply of quartz crucibles (for 300mm wafers) in Singapore and consider the relevant market to be the global supply of quartz crucibles used to produce 300mm wafers.

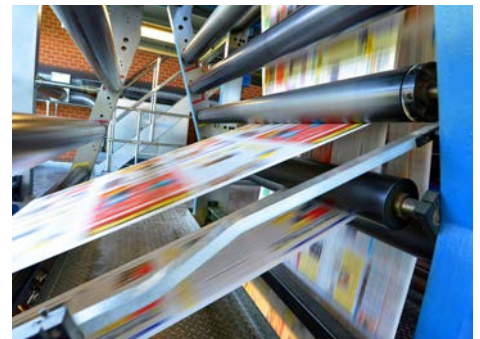
Marine Companies Merger



CCCS launched a public consultation on the proposed combination of Sembcorp Marine Limited ("**SCM**") and Keppel Offshore & Marine Limited ("**KOM**") (the "Proposed Combination") from 2 to 15 August 2022. The Proposed Combination will establish a new holding company which combines the businesses of KOM and SCM. In Singapore, both SCM and KOM provide shipbuilding, conversion and ship repair services at their Singapore shipyards, with a specific focus on vessels and structures in the offshore, marine and energy industries.

Printing Solutions Companies Merger

CCCS sought public feedback on the proposed acquisition by ContiTech Global Holdings Netherlands B.V. ("**ContiTech**") of 100% of the total issued shares in Printing Solutions Sweden Holding AB (the "Target") from Trelleborg AB ("**Trelleborg**") (collectively, the "Parties") (the "Proposed Transaction") from 28 June to 12 July 2022. In acquiring the Target, ContiTech will acquire Trelleborg's printing solutions business, which includes product offerings such as the development, manufacturing and supply of printing blankets for offset and digital printing, carrier sleeves for flexo printing, as well as a supplementary local Italian coated fabrics business.



The Parties submitted that they primarily overlap in the supply of flat-backed/ fabric printing blankets to, among others, printing blankets distributors and end-user customers in Singapore.

TALKING POINT

NUS LAW CROWNED CHAMPIONS OF THE 8TH HERBERT SMITH FREEHILLS COMPETITION LAW MOOT



The Herbert Smith Freehills Competition Law Moot is the world's leading antitrust moot court competition, which in its 8th edition this year saw 12 teams selected from an initial pool of over 40 international participant teams to present their oral submissions in-person at King's College London. This year's moot problem dealt with the regulation of horizontal mergers in oligopolistic markets.

CCCS sponsored and guided the NUS Law team through the competition, who eventually emerged as champions for this year.



The NUS Law team was represented by Stanley Woo '22, Samuel Ye '22, Brandon Wong '23 and Zhong Tianyu '23. The team coach was Associate Professor Burton Ong '99.

Despite the competition consisting mostly of graduate law students, the NUS team powered through the preliminary oral rounds and two 12-hour knock-out rounds to beat teams from the Jindal Global Law School, Utrecht University Law School, Hong Kong University Law School, Mumbai University and, at the final round, the Dickson Poon School of Law from King's College London.

In addition, the team's written memorial was ranked second in the competition with a stellar score of 19.125/20. One of their team members, Brandon Wong also received a Certificate of Achievement for his outstanding advocacy skills.

CCCS congratulates these aspiring young undergraduates for their achievements on the international antitrust mooting stage.

TALKING POINT

MERGERMARKET M&A FORUM 2022 – SOUTHEAST ASIA

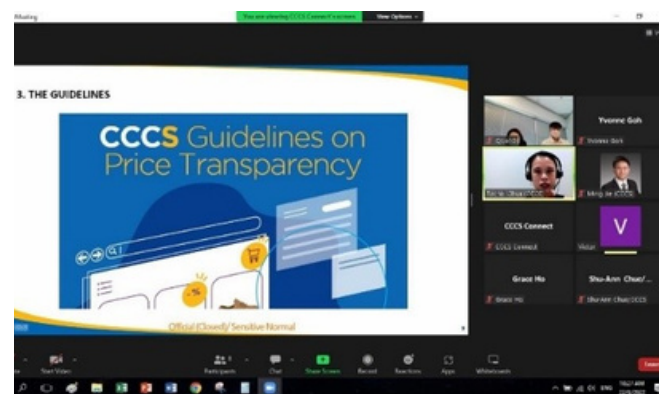


CCCS's Chief Executive, Ms Sia Aik Kor, delivered the keynote address at the inaugural Southeast Asia M&A Forum hosted by Mergermarket and AVCJ on 28 July 2022 at The Westin Singapore and online. The forum gathered 300 corporate executives, investors and advisors from the region and abroad for an in-depth one-day discussion on the Southeast Asian M&A Landscape.

Ms Sia spoke on the role of competition regulation in merger control and highlighted the competition challenges arising from the digital economy. In particular, she touched on issues in merger assessment for digital platforms including how the market should be defined, the acquisition of young target firms, the role of data and the conglomerate nature of digital platforms. She also outlined the environmental considerations in merger control.

OUTREACH TO GRABFOOD AND QOO10

In June 2022, officers from the Consumer Protection Division conducted separate outreach talks to the marketing teams at online delivery platform, GrabFood and e-commerce platform, Qoo10 on the Consumer Protection (Fair Trading) Act and the CCCS Price Transparency Guidelines. These guidelines provide greater clarity to suppliers, whether operating online or in physical stores.



Learn more about the Guidelines on Price Transparency: <https://go.gov.sg/pricetransparency>

GLOBAL ACT

VIRTUAL BILATERAL MEETING WITH NEW ZEALAND COMMERCE COMMISSION (NZCC)



CCCS's Chief Executive, Ms Sia Aik Kor, had a virtual bilateral meeting with NZCC's Chief Executive, Ms Adrienne Meikle and General Manager (Competition), Ms Antonia Horrocks on 3 June 2022. They had a fruitful discussion on a variety of competition and consumer protection related topics including environmental claims, government advocacy, market studies and unit pricing for groceries. They also discussed areas for future collaborations between CCCS and NZCC.

UK CMA (DATA) CONFERENCE IN LONDON AND OECD WORKING PARTIES AND COMPETITION COMMITTEE MEETINGS IN PARIS



CCCS's Senior Director (Business & Economics), Mr Herbert Fung, attended the UK Competition and Markets Authority ("CMA") Data, Technology and Analytics (DaTA) Conference in London from 15 to 17 June, where he spoke at the closed-door session on "Collusion and Cartel Screening".

From 20 to 24 June, he joined Ms Ethel Lin, Senior Assistant Director (Legal & Enforcement), at the 2022 June session of the OECD Competition Committee and its Working Parties, where CCCS

submitted a paper to share our Grab-Uber experience, during the roundtable discussion on "Disentangling Consummated Mergers". Other topics discussed at the OECD meetings include "Purchasing Power and Buyers Cartels", "The Evolving Concept of Market Power in the Digital Economy" and "Behavioural Insights on Competition Enforcement".

GLOBAL ACT

3RD ASEAN CONSUMER PROTECTION CONFERENCE (3RD ACPC)



CCCS's Deputy Director for Consumer Protection, Mr Ng Ming Jie, attended the 3rd ACPC held on 28 June 2022. The ACPC is a flagship event of the ASEAN Committee on Consumer Protection ("ACCP") to showcase the achievements and advances made in the area of consumer protection policy, advocacy and enforcement in ASEAN. The 3rd ACPC, themed "Building a Fair and Future-Ready Marketplace for Consumers in ASEAN", addressed emerging issues in the context of increased online and cross-border trade.

Mr Ng moderated one of the thematic session panel discussions on "Laying the Foundation for Inclusive Digital Transformation in ASEAN". The panel discussed the importance of cross-sectoral coordination and cooperation in dealing with new and emerging consumer issues arising from digital transformation.

3RD MALAYSIA COMPETITION COMMISSION (MYCC) COMPETITION LAW CONFERENCE

CCCS's Chief Executive, Ms Sia Aik Kor, was invited to speak at MyCC's 3rd Competition Law Conference on 23-24 June 2022. She shared with the audience Singapore's experience on promoting an effective leniency regime.



GCR LIVE: LAW LEADERS ASIA-PACIFIC 2022



The GCR Live: Law Leaders Asia-Pacific Conference was held on 25 & 26 August 2022. CCCS's Chief Executive, Ms Sia Aik Kor, represented CCCS as a panellist at the ASEAN Enforcers Roundtable which was held on the first day of the conference. Ms. Sia highlighted recent competition developments in Singapore in the context of the Covid-19 pandemic, such as a Guidance Note on Collaborations which it had issued. Ms. Sia also shared CCCS's approach towards

assessing competition cases in the airline industry which had been severely affected by the Covid-19 pandemic. Other senior representatives from competition authorities in the region also spoke at the conference.

SHOWCASE

CCCS ANNUAL REPORT 2021/22

Environmental sustainability has become one of the most important priorities facing many economies, including Singapore. Consumers and businesses are more conscious of their actions on the environment. CCCS looks ahead to examine the role of competition and consumer protection in supporting this priority as stakeholders work together, to achieve "Fair Markets for Sustainable Growth".

Scan QR Code to read the Annual Report



<https://www.cccs.gov.sg/resources/publications/annual-reports>



FAIR MARKETS FOR SUSTAINABLE GROWTH

CCCS ANNUAL REPORT 2021/2022

BLUEPRINT

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