

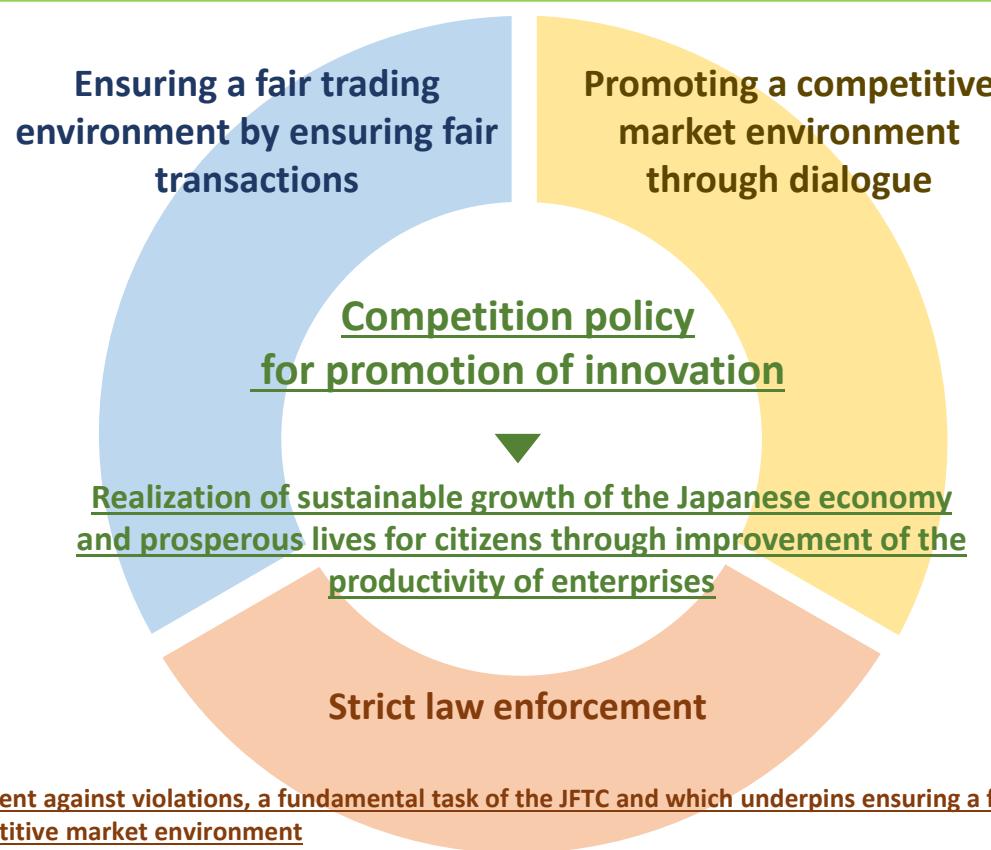
Proactive Development of Competition Policy for Promotion of Innovation

-Roles of the Japan Fair Trade Commission in Our Changing Times-

- The Japanese economy, which is at a major turning point due to a complex wave of changes such as digitization and responses to climate change issues, faces various challenges such as a population decrease and rising costs of raw materials. Even under these circumstances, in order for Japan to achieve sustainable economic growth and demonstrate its competitiveness in the international economy, it is important to improve productivity. For that, the creation of innovation is crucial. The JFTC **will develop competition policy particularly with the aim of promoting innovation** by fostering an environment in which enterprises can demonstrate their ingenuity to the fullest extent.
- The JFTC **will steadily implement various measures under the three pillars of ensuring a fair trading environment by ensuring fair transactions, promoting a competitive market environment through dialogue with stakeholders, etc. such as relevant enterprises and consumers, and strict law enforcement against violations.** By doing so, we will promote innovation and help enterprises improve their productivity, and thereby contribute to the realization of a strong Japanese economy that will grow sustainably and, ultimately, prosperous lives for citizens.

➤ Ensuring a fair trading environment for promoting the creation of added value of products and services throughout Japan

[Example Measures] Area-wide enforcement of the SME Transactions Act, etc., further establishment of appropriate price pass-through across supply chains, enforcement of the Act on Ensuring Proper Transactions Involving Specified Entrusted Business Operators



➤ Promoting a competitive market environment through dialogue with stakeholders, etc. for properly responding to the rapid changes in the economic and social environment, including the advancement of a digital society, the realization of a green society, and economic security

[Example Measures] Implementation of the Mobile Software Competition Act and Merger Review, conducting fact-finding surveys, establishment and revision of guidelines and casebooks, etc., responding to consultations from enterprises

- Strict law enforcement against violations, a fundamental task of the JFTC and which underpins ensuring a fair trading environment and promoting a competitive market environment

[Example Measures] Strict law enforcement against abuse of a superior bargaining position, etc. that unfairly disadvantages SMEs (small- and medium-sized enterprises), etc., blocking of new entrants and unfair elimination of competitors, unfair price increase (price-fixing cartels, etc.) for goods, etc. closely related to lives of citizens