

Standard Format: Report for Policy Evaluation - Management by Objective (MBO)

(The Japan Fair Trade Commission 23-(3))

Name of Activity	Measures against violations of the Subcontract Act, etc. Promoting appropriate trade practices						
Outline of Activity	Ensuring the dissemination and promotion of various guidelines (those related to promoting appropriate trade practices) on the Antimonopoly Act, responding to requests for counsel from enterprises and trade associations (hereinafter referred to as “enterprises, etc.”) about the specific details of business activities to be conducted in the future, and identifying problems. Furthermore, conducting fact-finding surveys on actual trade from the viewpoint of competition policies, pointing out trade practices that may pose problems under the Antimonopoly Act and requesting improvements, as well as making the results of the surveys public.						
Goal	Preventing violations of the Antimonopoly Act and promoting appropriate trade practices through guidelines that are made more accessible to the general public, consultation on the Antimonopoly Act requests from enterprises, etc. (excluding counsel on business combinations and the abuse of superior bargaining positions; hereinafter referred to as “requests for counsel from enterprises, etc.”) (10 or more consultation cases each year to be published), and conducting and disclosing the fact-finding surveys on actual trade (two or more cases).						
Budget-Related Activity	Breakdown of Budget		FY2008	FY2009	FY2010	FY2011	Requested amount for FY2012
	Amount Allocated (thousand yen)	Budget Supplemented (a)	18,609	16,818	13,121	8,467	7,931
		Budget Carried (b)	0	0	0	0	0
		Total (a + b)	18,609	16,818	13,121	8,467	7,931
	Executed amount (thousand yen) (c)		13,605	14,163	12,461		
Important Cabinet Policy Related to the Activity (Main Administrative Policy Speeches, etc.)	Name of the administrative policy speech, etc.			Date		Relevant part (excerpt)	

Evaluation Index	Number of explanatory meetings regarding the Guidelines Concerning Unjust Low Price Sales	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		-	-	-	21	8
	Number of participants in explanatory meetings regarding the Guidelines Concerning Unjust Low Price Sales	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		-	-	-	Approx. 490	Approx. 410
	Number of requests for counsel from enterprises, etc.	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		1,848	1,780	1,920	1,703	1,700
	Number of published case examples of consultation	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		16	7	13	9	12
	Target Figures for Each Year	-	-	-	-	10
	Number of accesses to the collections of case examples of consultation posted on the JFTC website	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		-	-	-	-	39,512
	Number of published cases of fact-finding surveys on actual trade	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		3	1	2	1	1
	Target Figures for Each Year	-	-	-	-	2
	Average period of fact-finding surveys on actual trade (months)	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		9	6	11	4	5
	Average number of personnel required for fact-finding surveys on actual trade (persons)	Actual Results				
		FY2006	FY2007	FY2008	FY2009	FY2010
		3.2	4	4	5	4

Results of Evaluations of Activity	Status of Achievements	<p>With respect to the publication of case examples of consultation, the target was achieved, as 12 major cases were made public.</p> <p>Regarding the number of published cases of fact-finding surveys on actual trade, only one was made public, failing to achieve the target. This was because another fact-finding survey (without any plan to make the results of the survey public) was conducted primarily for the purpose of collecting information for the execution of the work of the JFTC, and because a certain amount of time was required for the selection of the industry segment and area to be the subject of the fact-finding survey on actual trade.</p>
	Directions for Future Activity	<p>If an overall evaluation is to be made, dissemination and promotion of various guidelines, responses to requests for counsel from enterprises, etc. and the implementation and publication of fact-finding surveys on actual trade can be evaluated as being necessary and effective for preventing violations of the Antimonopoly Act and advancing proper trade practices, and for maintaining and promoting fair, free competition. However, there are areas for improvement concerning their methods of implementation.</p> <p>Not only newly prepared guidelines but also existing guidelines should be disseminated and promoted by such means as holding explanatory meetings in response to requests from enterprises, etc.</p> <p>Regarding responses to requests for counsel, the JFTC will seek to achieve greater recognition regarding collections of case examples of consultation by introducing them as reference information to individual enterprises, etc. who request counsel. Efforts to improve the usability of the collections of case examples of consultation posted on the JFTC website will also be made by reviewing where to actually locate the collections on the website.</p> <p>With respect to fact-finding surveys on actual trade, the selection of the industry segments and areas to be the subjects of surveys must be made in an appropriate and prompt manner based on a wide range of gathered information, taking into consideration such factors as high social needs and relatively greater necessity for the improvement of trade practices. Furthermore, in undertaking follow-up efforts, targets should be selected in order of highest priority. It is also necessary to devise better implementation methods by taking into consideration the details of the matters that were pointed out in the survey as being problematic, the balance between costs and benefits, the limited number of personnel, budget, etc. Moreover, it is necessary to conduct efficient, effective dissemination activities to enhance the effectiveness of improved trade practices, etc. Such activities include holding explanatory meetings arranged through the trade associations concerned in the industry segments that are the subjects of surveys and proactive information provision to trade journals, etc.</p>

Use of Expert Knowledge	<p>- As a result of the implementation of the follow-up fact-finding surveys on the advertising industry, problems related to trade practices in the industry have been improved to some extent. This fact should be added to the report. (Mr. Tanaka) (We revised the details based on the above opinion.)</p> <p>- With respect to the responses to requests for counsel from enterprises, etc., the details of the actual impact on the enterprises should be added to the report. (Mr. Tanabe) (We revised the details based on the above opinion.)</p>
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Materials and Other Information Used in the Policy Evaluation Process	
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Responsible Department	Trade Practices Division, Trade Practices Department Trade Practices Research Office, Trade Practices Department Consultation and Guidance Office, Trade Practices Department	Responsible Person	Mr. Hiroshi Yamada, Director of the Trade Practices Division Mr. Masami Uchino, Manager of the Trade Practices Research Office Mr. Koichi Nishikawa, Manager of the Consultation and Guidance Office	Year/Month for Policy Evaluation	April - July, 2011
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