

Competition beyond market efficiency

Commissioner Reiko Aoki, JFTC

Growth Strategy

- "Survey Report on the Current State of Trade Practices of Startups" (November 2020)
- "Guidelines on Business Partnership Contracts with Startups " (March 2021)

Distribution Strategy

- Effort in labor markets; report and guideline → Covered in Session 6
- "Action Plan to Promote Fairness in Transactions with SMEs, etc."(September 2021)
- "Package of Measures to Facilitate Shift with a View to Creating Value through Partnership"(December 2021)

SDGs related activities

- Publishing JFTC's views on joint activities with public benefit purposes under AMA
 - Guidelines for Business Associations, Joint Research, and Recycling
- Consultation on joint activities for environmental protection.
- Holding international symposium -Green Growth and Competition Policy- (March 25, 2022)