

ISSUE 2025-04

PHILIPPINE COMPETITION BULLETIN

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**PHILIPPINE
COMPETITION
COMMISSION**

Ensuring businesses compete and consumers benefit



PCC Commissioner Michael Peloton (second from right), Executive Director Kenneth Tanate (center), Philippine Retailers Association Director Paul Angelo Santos (third from right), PCC Communications and Knowledge Management Office Director Frederick Romero (rightmost), and Asst. Director Arnold Roy Tenorio (second from left) join retail representatives and PCC staff at the Fair Business Forum.

Competition forum strengthens PCC collaboration with retail sector

■ ■ ■ By Amylyn Castro

The Philippine Competition Commission (PCC) convened more than 80 participants from the retail industry at the “Fair Business Forum: Ensuring Fair Competition for a Thriving Retail Sector” on September 24 in Mandaluyong City.

The forum highlighted key competition issues in the retail sector, including the challenges faced by industry players, the practical implications of the Philippine Competition Act (PCA), and the importance of ensuring compliance with competition law.

“Fair competition encourages innovation to give customers better choices. It protects consumers by ensuring better prices, more choices, and higher quality of goods and services. In addition, it supports micro, small, and medium enterprises by ensuring that they are not hindered by larger players or unfair market practices,” PCC Commissioner Michael Peloton said in his keynote address.

Peloton added, “Together, we can build a market where everyone has a fair chance and where the best businesses succeed, not because of their size or power, but because of the value they bring to the Filipino people.”

The program also featured a presentation by PCC Executive Director Kenneth Tanate on the Commission’s mandate under the Philippine Competition Act, highlighting efforts to promote fair market competition, prevent anti-competitive conduct, and protect consumer welfare. PCC Communications and Knowledge Management Office Director Frederick Romero also presented the Competition Advocacy Pledge (CAP), an initiative of the PCC to engage stakeholders in promoting fair market competition.

Retailers expressed their support through Philippine Retailers Association (PRA) Director Paul Angelo Santos, who affirmed the sector's readiness to collaborate with the PCC in promoting compliance and ethical business practices. The group, which was part of the first batch of CAP pledgees in 2023, renewed their commitment to upholding fair competition in the industry by signing the commitment wall at the event. The Philippine Chamber of Commerce and Industry (PCCI), represented by

Secretary General Ruben Pascual, participated in the panel discussion on emerging competition challenges in the retail sector.

The Fair Business Forum underscores the PCC's unwavering commitment to fostering a competitive, transparent, and inclusive marketplace where businesses of all sizes can thrive. By engaging directly with industry stakeholders, the Commission continues to bridge awareness, strengthen compliance, and promote fair business practices across sectors. ■



PCC Commissioner Michael Peloton delivers the welcome message and keynote address during the Fair Business Forum: Ensuring Fair Competition for a Thriving Retail Sector held on September 24.

Year 3 of CLAN highlights role of LGUs, MSMEs in fair market competition

■ ■ ■ By Amylyn Castro and Lea Marie Diño

The Competition Local Advocacy Network (CLAN) Project of the Philippine Competition Commission (PCC) enters its third year of advocacy for fair market competition through a series of orientations in select regions outside Metro Manila. From July to September 2025, the PCC engaged stakeholders in Northern Mindanao, Central Visayas, the Cordillera Administrative Region (CAR), and Central Luzon to promote awareness of the Philippine Competition Act (PCA) and the National Competition Policy (NCP). The regional offices of the Department of the Interior and Local Government (DILG) and Department of Trade and Industry (DTI) provided support to the PCC and the CLAN teams of various state universities and colleges (SUCs) for the conduct of these events.

The CLAN Project involves harnessing the extension service units of SUCs in the PCC's campaign to spread competition law and policy awareness outside Metro Manila. The CLAN teams of SUCs from neighboring towns and provinces served as the resource persons at the orientations and guided stakeholders, offering localized discourse on the basics of the PCA and the NCP. ■



The PCC, in partnership with Bukidnon State University (BukSU), held a CLAN orientation in Cagayan de Oro City on July 16 to engage local stakeholders on how competition fosters innovation, growth, and fairness across sectors like agriculture, industry, and agri-tourism. BukSU College of Law Dean Ophelia Pilar Rubio-Zamora, a member of the university's CLAN team, gave attendees an overview of the PCA and the functions of the PCC. Small businesses, cooperatives, business groups, and local government units (LGUs) attended the event.





DILG CAR Asst. Regional Director Ruperto Maribbay, Jr. welcomed over 80 participants representing business groups, trade associations, cooperatives, and LGUs at the CAR leg of the CLAN orientation on September 4 in Baguio City. In his message, he highlighted the LGUs' role in overseeing fair market practices beyond business permitting. The Mariano Marcos State University (MMSU) CLAN team led the discussions on PCC's mandate to promote fair markets and how businesses can comply with competition law.



A participant poses a question at the CLAN orientation in Angeles City, Pampanga, on September 18. The CLAN team of the Bulacan State University was tapped for the event, which was attended by LGUs, regional economic agencies, and the private sector. The activity reaffirmed the shared commitment of public and private stakeholders to address anti-competitive conduct and foster competitive markets that benefit both consumers and businesses.

CLAN Project brings multisectoral forums on competition policy to Davao, Iloilo

The Philippine Competition Commission (PCC) advanced its regional advocacy through the Multisectoral Forum on the National Competition Policy (NCP) and the Competition Advocacy Pledge (CAP) under the Competition Local Advocacy Network (CLAN) Project.

Held in Davao City on August 7 and Iloilo City on September 10, the forums gathered nearly 200 participants from businesses, LGUs, regional agencies, and academe to discuss market competition, enforcement of the Philippine Competition Act, and private sector compliance. The events were organized with the Department of Economy, Planning, and Development, DILG, DTI, and partner universities Mindanao State University and West Visayas State University.

Stakeholders from Davao and Iloilo also expressed readiness to adopt the PCC's new competition compliance toolkit, which may be viewed at <https://bit.ly/PCC-CCPToolkit>.



More than 80 representatives from MSMEs, trade associations, government, and the academe, explored the role of competition policy in fostering inclusive growth in the region's agricultural, tourism, and creative sectors at the Cebu City leg of the CLAN orientation on August 14. For this event, the PCC partnered with Negros Oriental State University (NORSU) System. In the open forum, participants exchanged insights on how a fair and competitive market environment can unlock opportunities for regional industries and small businesses.

ADVOCACY ROUNDUP

House committees briefed on competition policy

■ ■ ■ By Amylyn Castro

On July 2, the Philippine Competition Commission (PCC), through its Legislative Liaison Office (LLO), met with the Committee Affairs Department and several committees of the House of Representatives to advance understanding of competition policy and its legislative implications.

The PCC discussed the Philippine Competition Act and its key provisions on prohibited business practices, namely, anti-competitive mergers and acquisitions, abuse of dominant position, and anti-competitive agreements. The team also presented the National Competition Policy and the competition impact assessment framework, emphasizing how these tools support market-oriented legislation.

Attendees posed questions about the application of competition law across different sectors and business sizes. They also inquired about specific enforcement cases, how monopolies are treated under the law, the importance of defining the “relevant market,” and the PCC’s role in international trade. Clarifications were further sought on the Commission’s involvement in legislative inquiries and its coordination with other regulatory bodies.

The PCC’s engagement with Congress reflects its commitment to working hand in hand with lawmakers to ensure that competition principles are effectively integrated into national policy and legislation. By deepening understanding of competition law and its practical implications, the Commission helps promote fairer markets and sound economic governance. ■



PCC Executive Director Kenneth Tanate (fifth from left), Competition Enforcement Office Director Christian de los Santos (rightmost) and LLO Officer-in-Charge Maria Dominique Lucenario (fourth from left) join HOR Deputy Secretary General Jennifer “Jef” Baquiran (third from right) and Dir. Marlon Valencia (second from right) and PCC officials who served as speakers at the BACON event on July 2.



Participants of the PCC MCLE Lecture Series 2025 held on August 20, 22, 27, 29, and September 3 in Quezon City during the sessions on the Philippine Competition Act, Rules of Procedure, and Economics.

Second MCLE series hones expertise in competition law

■ ■ ■ By Amylyn Castro

The Philippine Competition Commission (PCC) sustained its commitment to elevate legal expertise with the successful rollout of its second Mandatory Continuing Legal Education (MCLE) Lecture Series on competition law. The program was held on August 20, 22, 27, and 29, and September 3 in Quezon City.

Following the momentum of its inaugural run last year, this year's series drew 79 participants from the public and private sectors, including lawyers from PCC, other government agencies, corporations, and those engaged in private practice.

The sessions covered the legal, economic, and procedural aspects of competition law,

with each day devoted to a specific focus area. Topics ranged from foundational principles and enforcement strategies to mergers and acquisitions, specialized contexts, contemporary issues, and international approaches to competition policy.

A roster of expert lecturers provided practical insights and helped participants connect theoretical frameworks to real-world applications and foster deeper engagement throughout the program.

Participants were awarded full 36 MCLE units upon completion of the event for the ninth or previous compliance periods set by the Supreme Court. ■

PCC, TCI hold dialogue on Mobile Number Portability Act implementation

■ ■ ■ By Amylyn Castro

The Philippine Competition Commission (PCC) conducted a strategic policy dialogue (SPD) with Telecommunications Connectivity Incorporated (TCI) on July 9 to discuss the findings of a competition impact assessment of Republic Act No. 11202 or the Mobile Number Portability (MNP) Act.

TCI is the company that serves as the MNP “clearing house” that manages the technical systems and coordinates the porting process across networks, ensuring that subscribers can switch mobile service providers (MSPs) without changing their mobile numbers.

PCC’s assessment found that the number of subscribers availing of free mobile number porting services has been below expectations. Since services began on September 30, 2021, less than 100,000 or around 0.10 percent of total subscribers have switched telcos while keeping their original mobile numbers by the end of 2024. The study opined that the low uptake may be attributed to limited public awareness of the MNP Act, with only five percent of surveyed respondents indicating familiarity with the law.

Despite this, the study affirmed that the MNP Act expands consumer choice by making the switch to a preferred network possible, and encourages competitive behavior among MSPs through safeguards against anti-competitive coordination and abuse of dominant position.

TCI officials acknowledged the lack of public awareness and shared its ongoing efforts to improve the same. They also expressed openness to relaunching the service to the public to refresh TCI’s marketing and promotional efforts. Discussions to renegotiate the contract with the current technology partner are also underway to offer better value, reduce costs, and improve service delivery.

For its part, the PCC reaffirmed its commitment to supporting competition in the telecommunications sector through continued policy advocacy and research.

The PCC’s competition impact assessment is a policy review tool designed to examine the pro- and anti-competitive effects of regulations in various industries. The Commission continues to initiate SPDs to address key competition policy issues across various sectors, in line with the objectives of the National Competition Policy. ■



PCC Executive Director Kenneth Tanate (sixth from right), Economics Office Acting Directors Carlos Vega (third from right) and Kirsten Dela Cruz (third from left), and other PCC staff with Atty. Ariel Tubayan (eighth from left) heading the TCI delegation during the strategic policy dialogue between the PCC and TCI, held on July 9 at the PCC office in Quezon City.



PCC staff convened with various representatives of regional offices of national government agencies and local government units of Davao at the last iteration of PRINCE for 2025 at Davao City on August 6-7.

PCC wraps up training series on competition impact assessment

■ ■ ■ By Amylyn Castro and Hannah Lucero

The Philippine Competition Commission (PCC) concluded its 2025 run of the PCC Resource Training on National Competition Policy and Competition Impact Assessment Engagements (PRINCE) series with the Davao City leg on August 6-7 and through online post-workshop sessions on August 27 and September 24.

The two-day session in Davao gathered representatives from the PCC i-Station Davao, Department of Economy, Planning, and Development (DEPDev) Regions 10 and 11, Anti-Red Tape Authority (ARTA) Northern Mindanao, Department of Trade and Industry (DTI) Region 11, Department of Agriculture (DA) Region 11, Department of the Interior and Local Government (DILG) Region 11, Southern Philippines Development Authority (SPDA), and the local government units (LGUs) of Davao del Sur, Davao Oriental, and Digos City.

Participants expressed their appreciation for the training, noting that it clarified the PCC's mandate and stressed the importance of collaboration between the Commission, regional agencies, and LGUs. They highlighted the need to integrate competition principles into policies and development plans to promote consumer welfare, prevent anti-competitive practices, and attract responsible investment.

Local officials also proposed ways to make competition policy more visible at the local level. Suggestions included adding competition-related indicators to the Seal of Good Local Governance and supporting farmers in competing with larger market players.

The online sessions in August and September, on the other hand, served as the culminating activity of the advocacy initiative, allowing participants to clarify their remaining questions on competition principles and showcase their outputs during the onsite workshops.

Participants from the DEPDev, DILG, DA, Department of Justice, DTI, ARTA, SPDA, and various LGUs highlighted how the workshops deepened their understanding of competition fundamentals and underscored the importance of sustained capacity-building efforts.

The PRINCE series aims to establish a pool of resource individuals who can advocate for the NCP and CIA in support of integrating competition principles into regional and local policymaking. -with *Lea Marie Diño* ■



PCC staff join resource persons from ClientEarth during a briefing on the Philippine transmission grid and offshore wind technology organized by MAO on August 6.

Mergers office holds onsite briefing on Philippine transmission grid, offshore wind technology

■ ■ ■ By Jannel Ventura

The Mergers and Acquisitions Office (MAO) of the Philippine Competition Commission (PCC), in partnership with UK-based environmental law charity ClientEarth, conducted a briefing titled “Unpacking the Energy Sector in the Philippines: Philippine Transmission Grid and Offshore Wind 101” for PCC employees on August 6.

ClientEarth’s resource speakers included Acting Associate Director (Japan and Southeast Asia) Teresa Ira Maris Guanzon, Legal Consultant for Energy (Philippines) Kristine Sonon-Grospe, and Legal Consultant for Electric Power Industry (Philippines) Maria Theresa Cervero. They presented an overview of offshore wind technology, its potential applications in the Philippines, and the regulatory mechanisms for its development and integration.

The briefing also examined the Philippine transmission grid, analyzing key frameworks that govern its operation and market access and addressed the ancillary services and reserve market essential for grid reliability, and rate regulation mechanisms.

The August 6 session concluded a series of ClientEarth presentations for the PCC on energy sector analysis. Earlier sessions included “Gas Modeling Simulations and Policy Implications Under the Philippine Natural Gas Development Industry Act (Republic Act No. 12120)” on May 7 and “Analysis of Power Supply Agreements and the Competitive Selection Process in the Energy Sector” on June 9. Across the series, ClientEarth provided in-depth assessments of the Philippine energy market to strengthen PCC’s capacity for informed policymaking and effective review of mergers and acquisitions in the energy sector. ■



PCC Commissioner Ferdinand Negre (fourth from left) and MAO Director Lianne Ivy Medina (third from left) are joined by ClientEarth resource speakers Teresa Ira Maris Guanzon (fifth from left) and Kristine Sonon-Grospe (seventh from left).



PCC Chairperson Michael Aguinaldo moderates a session at the 9th United Nations Conference on Competition and Consumer Protection in Geneva, Switzerland held on July 7-11.

PCC Chair Aguinaldo selected as vice president at UN competition conference

■ ■ ■ By Davinci Maru

Philippine Competition Commission (PCC) Chairperson Michael Aguinaldo was elected vice president at the 9th United Nations Conference on Competition and Consumer Protection held in Geneva, Switzerland on July 7-11.

As vice president, Aguinaldo moderated two sessions on the fourth day of the conference. The first covered proposals for cross-border consumer dispute resolution, and the second focused on investigative techniques and digital tools in modern enforcement.

The 9th UN Conference is the highest-level global forum on competition and consumer protection. It gathers ministers, heads of authorities, and senior officials from member states to underscore the role of sound legal frameworks in creating open, fair, and secure markets. These frameworks are viewed as essential to stimulating economic growth, reducing poverty, and advancing the

Sustainable Development Goals adopted by UN member states in 2015. The conference also seeks to promote policy reforms and stronger enforcement, particularly in developing economies.

PCC Commissioner Lolibeth Ramit-Medrano joined the Philippine delegation, having earlier attended the UNCTAD 22nd Session of the Intergovernmental Group of Experts on Competition Law and Policy, which helped prepare for the conference.

The PCC's participation in the 9th UN Conference underscores its commitment to adopting global best practices and contributing to the development of robust regulatory frameworks. As the country's lead antitrust agency, the PCC enforces the Philippine Competition Act (PCA) to promote fair competition and protect consumer welfare and represents the Philippine government in international competition matters. ■



CCF Director General Kim Meassokseha (left) and MAO Asst. Director Michael Kris Ben Herrera (right) at the "In-house Training on Merger Control" on August 12-15 in Phnom Penh, Cambodia.

Cambodia enhances merger control skills via in-house training with PCC experts

■ ■ ■ By Paul Jeffrey Ballentos

The Philippine Competition Commission (PCC), through the Mergers and Acquisitions Office (MAO) and Economics Office (EO), shared its expertise in merger regulation during a training program hosted by the Cambodian Consumer Protection, Competition and Fraud Repression Directorate-General (CCF) in Phnom Penh, Cambodia on August 12-15. The training covered the fundamentals of merger control, notification and review processes, economic tools for merger assessment, remedies, and cross-border mergers. Resource persons included

MAO Asst. Director Michael Kris Ben Herrera, Mergers Review Division Officer-in-Charge Katrina Margarita Lopez, and EO Economist III Roxanne Ballo.

Attended by representatives of the CCF's Department of Competition, the training was organized in line with the memorandum of understanding between the PCC and the Cambodia Competition Commission signed in February, which provides for capacity building and regional cooperation. ■



Merger Review Division Officer-in-Charge Katrina Margarita Lopez (left) and EO Senior Economist Roxanne Ballo (right) served as resource speakers at the four-day training.

PCC calls on peers to uphold cross-border cooperation

■ ■ ■ By Davinci Maru and Jannel Ventura

The Philippine Competition Commission (PCC) has underscored the importance of international cooperation, advocacy, and pro-competition reforms across multiple high-level engagements in July and August.

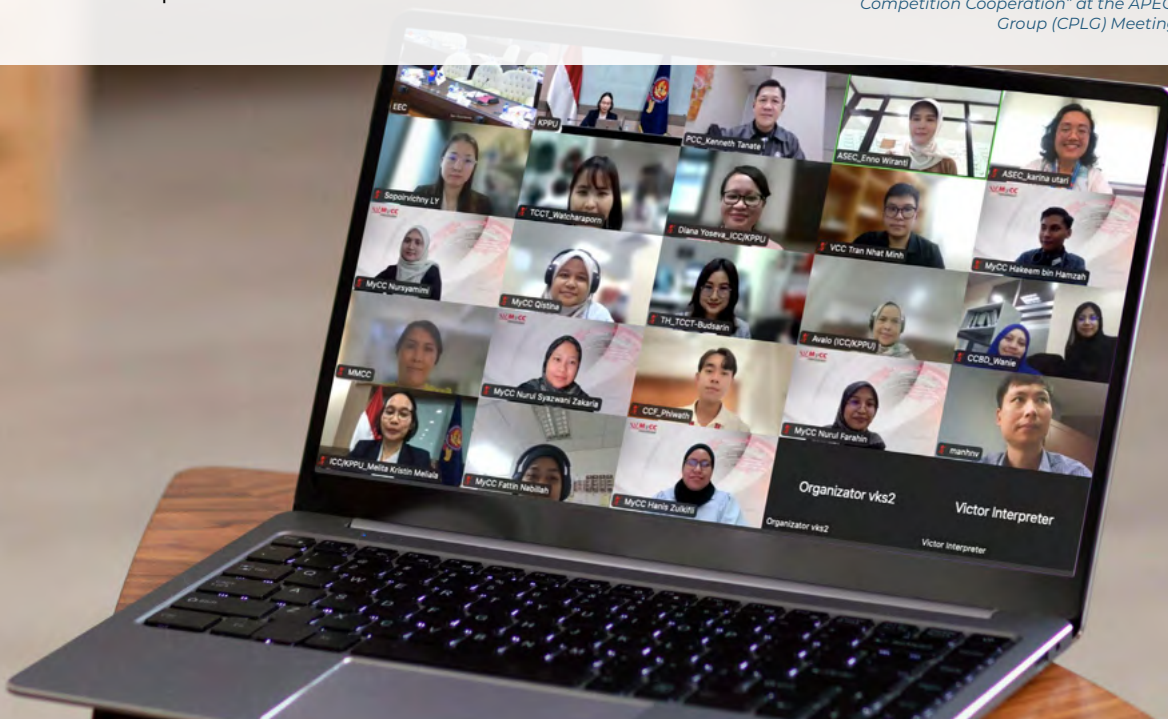
At an online seminar organized by the Eurasian Economic Commission and the ASEAN Experts Group on Competition on July 3, PCC Executive Director Kenneth Tanate emphasized that collaboration across borders is essential to address anti-competitive conduct with cross-jurisdictional impact. He noted that international cooperation strengthens enforcement by allowing competition authorities to adopt global best practices. Tanate cited existing challenges to competition enforcement, including legal limits on information sharing, resource constraints, and differences in legal systems and terminology, adding that advocacy plays a central role in bridging these gaps and that formal cooperation can be supported through memoranda of agreement or understanding.

Tanate highlighted the PCC's ongoing efforts to build international linkages, including preparations to host the 2026 International Competition Network (ICN) Annual Conference, as well as initiatives such as the Manila Forum on Competition in Developing Countries and engagements with the United Nations and the Organisation for Economic Co-operation and Development.

On August 9 at the APEC Competition Policy and Law Group (CPLG) Meeting in Incheon, South Korea, PCC Acting General Counsel Nina Remedios Mejia echoed the call for stronger collaboration. Speaking during a policy dialogue on "Driving Growth and Innovation through Competition Cooperation," she explained how partnerships with other jurisdictions enhance the Philippines' capacity to handle complex enforcement and merger review cases. She also cited the ASEAN Merger Information Sharing Portal as a practical mechanism for coordination and reaffirmed the country's hosting of the 2026 ICN Conference. ■



PCC Acting General Counsel Nina Remedios Mejia (leftmost) served as panelist in the policy dialogue "Driving Growth and Innovation through Competition Cooperation" at the APEC Competition Policy and Law Group (CPLG) Meeting in South Korea on August 9.



PCC Executive Director Kenneth Tanate (center, top row) spoke on the significance of cross-border collaboration for competition law enforcement and PCC's ongoing efforts to build international linkages at the EEC and ASEAN Experts Group online seminar on July 3.

Philippines, Australia enhance collaboration in fair market enforcement

■ ■ ■ By Amylyn Castro

As part of the week-long study visit of the delegates from the Federal Court of Australia (FCA), Philippine Competition Commission (PCC) Commissioners Marah Victoria Querol and Ferdinand Negre, together with Executive Director Kenneth Tanate and several PCC office directors and unit heads, hosted a knowledge exchange session with the FCA representatives on September 23.

Querol emphasized the importance of drawing insights from Australia's extensive experience in competition law enforcement and adjudication, while also sharing PCC's progress in implementing the Philippine Competition Act (PCA), including merger reviews and enforcement actions.

The FCA delegation was comprised of Honorable Chief Justice Debra Sue Mortimer, Honorable Justices Sarah Derrington, Thomas Michael Thawley, and Stephen Burley, along with International Programs Manager Martin Clutterback. Mortimer expressed strong interest in continuing collaboration and exploring areas of mutual benefit, reinforcing the value of cross-jurisdictional cooperation in promoting fair competition.

The PCC gave an overview of the PCA and its social justice provisions, as well as updates on the draft special rules for competition law cases. Tanate highlighted the significance of this knowledge exchange in advancing reforms and strengthening PCC's partnership with the Australian Competition and Consumer Commission (ACCC), formalized through a Memorandum of Understanding in February 2024. ■

IN THE NEWS

PCC takes part in UN competition conference

The Philippine Competition Commission (PCC) participated in the 9th United Nations Conference on Competition and Consumer Protection held from 7-11 July in Geneva, Switzerland, reinforcing its commitment to aligning Philippine regulatory practices with international standards.

[*\(Daily Tribune, 15 July 2025\)*](#)

PCC, NTC sign pact to promote fair competition in data transmission industry

The Philippine Competition Commission (PCC) and the National Telecommunications Commission (NTC) have signed a pact to promote fair competition and regulatory coordination in the data transmission industry.

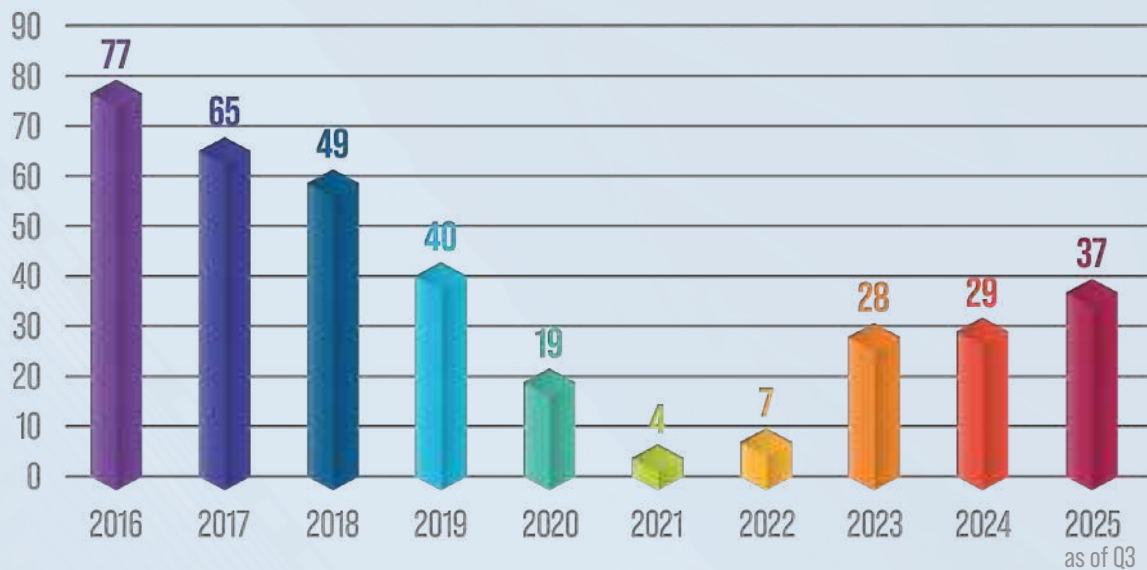
[*\(Ted Cordero, GMA Integrated News, 19 September 2025\)*](#)



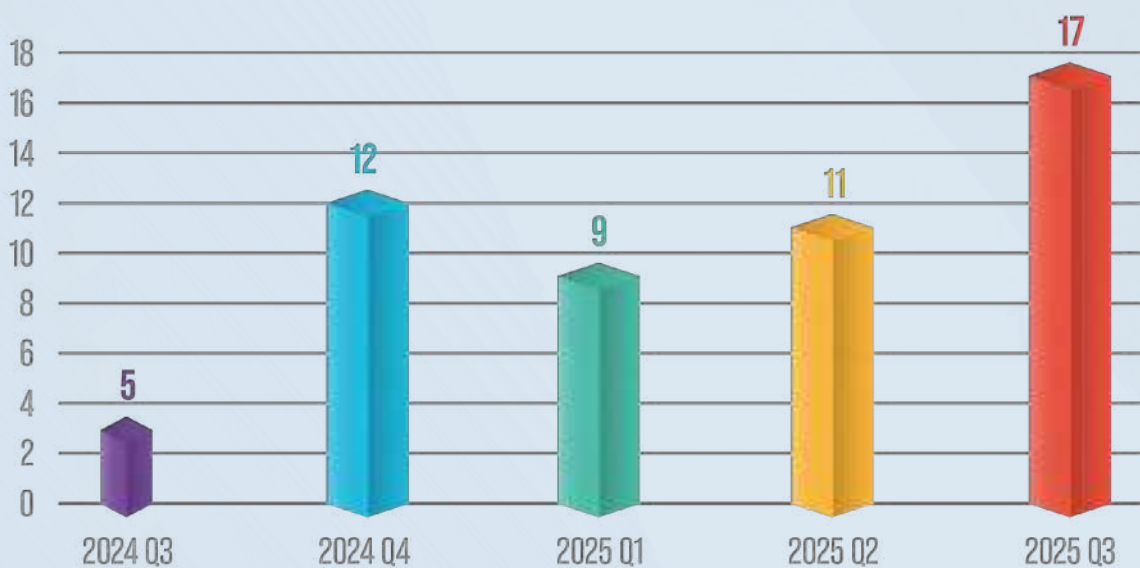
(From left to right, seated) PCC Commissioner Marah Victoria Querol, FCA Honorable Chief Justice Debra Sue Mortimer, and PCC Commissioner Ferdinand Negre join FCA and PCC officials and staff at a knowledge exchange session on enforcement action, adjudication, and merger review at the PCC office in Quezon City on September 23.

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