



<b>Activity Title and Number:</b> EU-China Competition Week 4: Competition Mini-site Launch; A146-C5	<b>Beneficiary:</b> Anti-Monopoly Enforcement Agencies (AMEs) – National Reform and Development Commission (NDRC), State Administration of Industry and Commerce (SAIC), Ministry of Commerce (MOFCOM)
<b>Location and Date:</b> Beijing; 26 June 2012	<b>Stakeholders:</b> Anti-Monopoly Enforcement Agencies (AMEAs), Ministry of Science and Technology (MOST), State Intellectual Property Organisation (SIPO), Supreme Peoples' Court (SPC), Electronic Intellectual Property Center (EIPC) of the Ministry of Industry and Information Technology (MIIT), Internet Society of China, European Union Chamber of Commerce in China (EUCCC), Member States, World Intellectual Property Organisation, academia and industry

## Brief Activity Report

### Relevance and Impact

Establishing sustainable visibility approaches has been identified as a key objective for the EU-China Trade Project II (EUCTP II) in order to strengthen Project impacts and enable wider dissemination throughout China. Competition Policy, as one of the Project's most active technical files, provided an ideal opportunity to create a wider, more sustainable dissemination platform for beneficiaries and relevant interest groups to reference. In addition, EU-China co-operation in supporting the implementation of the 2008 Anti-Monopoly Law (AML) has resulted in a vast amount of expert technical materials produced in this area, which provided ample content to populate a platform. As a result, the EU-China Competition Policy Mini-site ([www.euchinacomp.org](http://www.euchinacomp.org)) was created to provide a window on European best practice, framed within the context of China's own developments, in the area of Competition Policy.

To inform Chinese and European beneficiaries and stakeholders of this new online resource, an EU-China Competition Policy Mini-site Launch event was held on 26 June, 2012, following the EUCTP II conference on Innovation and Competition Policy in the IT Sector. Delivering the mini-site launch event to follow right after a conference on competition policy ensured that key target audiences (European and Chinese representatives from government, industry, and academia involved in competition policy in China) would be reached.

### Activity Description

Over 50 participants attended the launch event for the EU-China Competition Policy mini-site. **Director-General of the Directorate General for Competition of the European Commission (DG COMP), Dr Alexander Italianer**, gave opening remarks, as well as **Ms Zhi Shengmin from the Price Supervision and Anti-Monopoly Bureau of the National Development and Reform Commission (NDRC)**, **Ms Zhao Yiqin from the Anti-Monopoly and Anti-Unfair Competition Enforcement Bureau of the State Administration of Industry and Commerce (SAIC)**, and **Mr Zhu Zhongliang from the Anti-Monopoly Bureau of the Ministry of Commerce (MOFCOM)**.

Following the opening remarks, an introduction to the mini-site was presented where participants gained a better understanding of the site's content and features. Over 150 pieces of technical information on competition policy, available in both English and Chinese, are currently accessible on the mini-site.



*Director-General of DG COMP  
Dr Alexander Italianer gives  
opening remarks*

### Results and Dissemination

- ✓ In the week following the launch event, the website received 75 hits and, attesting to the usefulness of the site, 23% of those visitors returned to the site more than once, with the average user spending approximately 5 ½ minutes on the mini-site. 20% of the mini-site users utilised the Chinese version of the mini-site.
- ✓ Significant positive feedback has come from both European and Chinese counterparts regarding the mini-site's content