

Government of the Republic of the Union of Myanmar
Ministry of Commerce
Myanmar Competition Commission
Order No. 2/2020
2nd Waxing day of Tagu, 1381 ME
(March 25th, 2020)

Myanmar Competition Commission hereby issues this order in exercising its power conferred by the Clause (b), Article 56 of the Competition Law.

1. In order to create free and fair competition among businesses (including services), promote uniform fair competition in the market, ensure equality, and prevent damage to the public interests, business operators shall be aware of and comply with the following restraints on sale promotion –
 - (a) Conducting a public advertisement or any other sale promotion method for a business requires the use of accurate and accountable or fully warranted language, presentation, wording, logo and facts.
 - (b) The use of false, untrue, misleading, deceptive or which may reasonably be interpreted as deceptive language, presentation, wording, logo and facts is prohibited.
 - (c) The use of language, presentation, wording, logo and facts that may damage, put at disadvantage or disrupt the business operations of other businesses is prohibited.
 - (d) The use of language, presentation, wording, logo and facts that may resemble or be imitative of other businesses is prohibited.
 - (e) Businesses that intend to publicize their reception of recommendation or recognition from an organization shall have or submit accurate and strong evidence provided by the relevant organization.
2. Any business operator shall be aware of and comply with these restraints on sale promotion described in the paragraph 1 above and failure to comply shall be penalized in line either with the management method prescribed in the Competition Law or with the Criminal Law.

Dr. Than Myint
Chairman
Myanmar Competition Commission

Letter No.: Competition/1-10/2019-2020 (046)
Date: 25th March, 2020

Disseminated to:

Myanmar President Office
Union Government Office
Pyidaungsu Hluttaw Office
Pyithu Hluttaw Office
Amyotha Hluttaw Office
Union Supreme Court
Myanmar Constitutional Tribunal
Union Election Commission Office

All Union Ministry Offices
Union Attorney General Office
Union Auditor General Office
Union Civil Service Board Office
Naypyidaw Council Office
All Regional/State Governments
Secretary, Myanmar Investment Commission
Central Bank of Myanmar
Director General, Department of Trade
Director General, Department of Consumer Affairs
Director General, Myanmar Trade Promotion Organization
Director General, Department of Printing and Publishing (To announce this order in Myanmar Gazette)
Chairman, Union of Myanmar Federation of Chambers of Commerce and Industry (With a request to distribute this further to its affiliate organizations)

By order,
(Signature)

Min Min
Secretary

Myanmar Competition Commission