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BUSINESS COMPLIANCE WITH COMPETITION RULES

KEY MESSAGES

- 1 Competition provides the best incentive for efficiency, encourages innovation and guarantees consumers the best choice for the best price. Abiding by antitrust rules is fundamental for creating and sustaining a competitive economy.
- 2 Compliance with antitrust rules is not only a legal obligation, but also an attitude and a culture that can impact positively on business. Being compliant with rules and maintaining a strong reputation are fundamental matters for every enterprise.
- 3 The basic principles of antitrust compliance can start with basic, simple and cost-effective actions aimed at preventing breaches.

WHAT DOES BUSINESSEUROPE AIM FOR?

- *Promote competition compliance by identifying general principles and supporting companies' actions in this area.*
- *Encourage competition authorities to demonstrate greater interest and a more positive attitude towards compliance, in order to further encourage a competition compliance culture in the EU.*
- *Facilitate the exchange of best practices on compliance among businesses, to increase awareness, facilitate prevention and help enforcement*

KEY FACTS AND FIGURES

The European Commission can issue fines up to 30% of the company's relevant product sales

Since 2007, the Commission issued fines to companies involved in cartels for more than € 10 billion
(source: <http://ec.europa.eu/competition/cartels/statistics/statistics.pdf>)