

MARKET STUDIES INFORMATION STORE

JURISDICTION: Korea – Fair Trade Commission UPDATED: JANUARY 2010

ADVOCACY WORKING GROUP MARKET STUDIES PROJECT

Information Store

Korea- Fair Trade Commission

Sector:	Energy											
Market:	Gas industry				•		Ran	ge of Possibl	e Outcomes		.,	
End Date:	December 2009	ment	ent	c			Action	o nges	0 96	or ent	rties	
Duration:	9 months	Enforce	lorceme	Education	cation	siness	Voluntary Business	tions to or Chan	tions to o Chang ure	dations for Government	Referral to Third Parties	Found
Source of idea for study:	National assembly, Media, consumer group	Competition Enforcement	Consumer Enforcement	Consumer Ed	Business Education	Voluntary Business Compliance		Recommendations to Government for Changes in the Law	Recommendations to Government to Change Market Structure	Recommendations for Changes to Governme Policy		No Problems Found
Outcome (tic	k relevant columns):											
Reason for st problems)?	for study (what were the ns)? The gas industry has frequently received consumer complaints competition caused by its monopolistic market structure and he such as 'business licensing system' or 'price approval system'. T were strong needs for market study to induce institutional impurelevant government bodies and self-correcting efforts from the							and heavy reg em'. Therefor al improveme	gulatio e, ther nt fron	e		
Link to repor	't:	http://www.ftc.go.kr/news/report/reportView.jsp?report_data_no=38							<u>303</u>			

Sector:	Fuel											
Market:	Petroleum industry						Ran	ge of Possibl	e Outcomes			
End Date:	September 2009	ment	ent	L			Action	ns to Changes	ge	endations for to Government	Referral to Third Parties	
Duration:	One and a half years	Enforce	forcem	Education	cation	siness	Voluntary Business	Recommendations to Government for Chan in the Law	tions to to Change ture			Found
Source of idea for study:	National Assembly, Media, Consumer interest group	Competition Enforcement	Consumer Enforcement	Consumer Ed	Business Education	Voluntary Business Compliance			Recommendations Government to Cha Market Structure	Recommendations for Changes to Governme Policy		No Problems
Outcome (tie	ck relevant columns):					\checkmark	\checkmark		\checkmark			
Reason for s problems)?	By analyzing the market structure, nature of competition, institutions regarding the relevant industry, the KFTC tried to find out anti-competitive factors and implications on competition law area to use as fundamentals for establishing desirable competitive market structure in the future.											
Link to repo	rt:											



Information Store

Sector:	Pharmaceuticals													
Market:	Pharmaceuticals		Range of Possible Outcomes											
End Date:	September 2009	ment	ent	E			Voluntary Business Action	to anges	to nge	dations for Government	rties			
Duration:	2 years	Enforcement	Enforcement	Education	cation	Business e		ttions t for Cha	ons Cha re		Referral to Third Parties	Found		
Source of idea for study:	Media, National Assembly, Consumer complaints, and own initiative	Competition]		Consumer Ec	Business Education	Voluntary Bu Compliance		Recommendations to Government for Changes in the Law	Recommendations Government to Cha Market Structure	Recommendations for Changes to Governme Policy		No Problems		
Outcome (ti	ck relevant columns):													
Reason for s problems)?	By analyzing the market structure, nature of competition, institutions regarding the relevant industry, the KFTC tried to find out anti-competitive factors and implications on competition law area to use as fundamentals for establishing desirable competitive market structure in the future.													
Link to repo	ort:													

Sector:	Insurance											
Market:	Non-life insurance					,	Ran	ge of Possible	e Outcomes	,		
End Date:	December 2008	ment	ent	E			Business Action	ns to Changes	to nge	dations for Government	Referral to Third Parties	
Duration:	9 months	Enforce	Enforcement	Education	cation	siness		ttions to for Chan	tions t to Chan ture			Found
Source of idea for study:	Consumer interest groups, media	Competition Enforcement	Consumer En	Consumer Ec	Business Education	Voluntary Business Compliance	Voluntary Bu	Recommendations Government for Ch in the Law	Recommendations to Government to Change Market Structure	Recommendations Changes to Govern Policy		No Problems
Outcome (tic	k relevant columns):					\checkmark	\checkmark					
Reason for st problems)?	By analyzing the market structure, nature of competition, institutions regarding the relevant industry, the KFTC tried to find out anti-competitive factors and implications on competition law area to use as fundamentals for establishing desirable competitive market structure in the future.											
Link to repor	't:											

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Sector:	Media											
Market:	Movie						Rang	ge of Possible	e Outcomes			
End Date:	December 2008	ment	ent	Consumer Enforcement Consumer Education			Action	o nges	to nge	Recommendations for Changes to Government Policy	Referral to Third Parties	
Duration:	9 months	Enforcement	forcem		Business Education	usiness	Business .	ttions t for Cha				Found
Source of idea for study:	National Assembly, media	Competition]	Consumer En			Voluntary Bu Compliance	Voluntary Bu	Recommendations to Government for Changes in the Law	Recommendations Government to Cha Market Structure			No Problems
Outcome (ti	ck relevant columns):											
Reason for s problems)?	Movie industry is a sector which has significant importance in competition law area considering its relative importance in people's leisure and the market structure dominated by 3 major enterprises. So the KFTC tried to reform related regulations of the regulatory body and induced economic entities' self-correction.											
Link to repo	ort:					3						

Sector:	Transport											
Market:	Aviation Industry				•••••		Rang	ge of Possibl	e Outcomes	. .	,	
End Date:	December 2008	ment	ent	c			Action	o nges	ge e	or ent	rties	
Duration:	9 months	Enforce	forcem	Education	cation	siness	Voluntary Business Action	Recommendations to Government for Changes in the Law	Recommendations to Government to Change Market Structure	Recommendations for Changes to Government Policy	Referral to Third Parties	Found
Source of idea for study:	National Assembly, media, consumer group	Competition Enforcement	Consumer Enforcement	Consumer Edu	Business Education	Voluntary Business Compliance						No Problems Found
Outcome (tic	k relevant columns):					\checkmark	\checkmark					
Reason for study (what were the problems)? The aviation industry: • has lots of regulations such as the license system, price authorization • high possibility of competition restrictive activities such as cartels oligopolized market structure • is closely related to people's daily lives considering that the air-mil which brings up the needs for consumer right protection. So the KFTC tried to reform related regulations of the regulatory body induced economic entities' self-correction.								due to i eage is:	its			
Link to repor	rt:											



Information Store

Sector:	E-Commerce											
Market:	Internet Portal						Ran	ge of Possible	e Outcomes			
End Date:	December 2008	ment	ent	u			siness Action	ns to Changes	to nge	dations for Government	rties	
Duration:	9 months	Enforcement	Enforcement	Education	Education	siness		ttions to for Chan	ns ha		Referral to Third Parties	Found
Source of idea for study:	National Assembly, Media	Competition]	Consumer En	Consumer Ed	Business Edu	Voluntary Business Compliance	Voluntary Business	Recommendations Government for Ch in the Law	Recommendations Government to Cha Market Structure	Recommendations for Changes to Governme Policy		No Problems
Outcome (tic	k relevant columns):					\checkmark				\checkmark		
Reason for st problems)?	By analyzing the market structure, nature of competition, institutions regarding the relevant industry, the KFTC tried to find out anti-competitive factors and implications on competition law area to use as fundamentals for establishing desirable competitive market structure in the future.											
Link to repor	rt:											
