

**The Dairy Farm Company Limited**



Via fax 852 2868 4679 and followed by post

5 February 2007

Economic Development Branch (Division A)  
Economic Development and Labour Bureau  
2/F Main Wing  
Central Government Offices  
Lower Albert Road  
Central  
Hong Kong

Dear Sirs,

**Re: Promoting Competition – Maintaining our Economic Drive**

I enclose for your consideration our views on captioned subject.

Yours sincerely,  
The Dairy Farm Company Limited

A handwritten signature in black ink, appearing to read 'Thomas Cheung'. The signature is written in a cursive, flowing style.

Thomas Cheung  
Chief Executive Officer  
7-Eleven  
HK & S China

## **“Promoting Competition – Maintaining our Economic Drive”**

### **Dairy Farm views on the Consultation Paper**

**2 February 2007**

- For the 13<sup>th</sup> successive year, Hong Kong has been recognized by the Heritage Foundation as being the World’s freest economy. Hong Kong has achieved this success through being a simple and low barrier place to do business. Accordingly, Hong Kong should be wary of becoming a trend follower in competition policy and undermining some of its competitive advantages.
- Dairy Farm has always, and will continue to, support and advocate fair competition and consumer choice in Hong Kong.
- Dairy Farm will support any initiative that sees the community and government identifying ways to maintain or enhance the competitive environment in Hong Kong.
- In any discussion about potential new legislation, the fundamental test should be this: any new law/policy (should it be introduced) must clearly benefit the public and must also avoid unnecessary complexity and/or administrative burdens for government and business.
- Any potential Competition Law, should it be considered in Hong Kong, should be simple, clear in intent, practical to administer and fair to all.