

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



Alex Tay
Chief Executive Officer – Wellcome

Enclosure

The Dairy Farm Company Ltd

5/F Devon House, Taikoo Place, 979 King's Road, Quarry Bay, Hong Kong.

Tel : +852 2299 3838 Fax : +852 2299 2838

A member of The Dairy Farm International Group

“Promoting Competition – Maintaining our Economic Drive”

Dairy Farm views on the Consultation Paper

2 February 2007

- For the 13th 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.

The Dairy Farm Company Ltd

5/F Devon House, Taikoo Place, 979 King’s Road, Quarry Bay, Hong Kong.

Tel : +852 2299 3838 Fax : +852 2299 2838

A member of The Dairy Farm International Group
