



**Asia-Pacific  
Economic Cooperation**

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## **From Law to Self-Regulation**

Submitted by: European Advertising Standards Alliance (EASA)

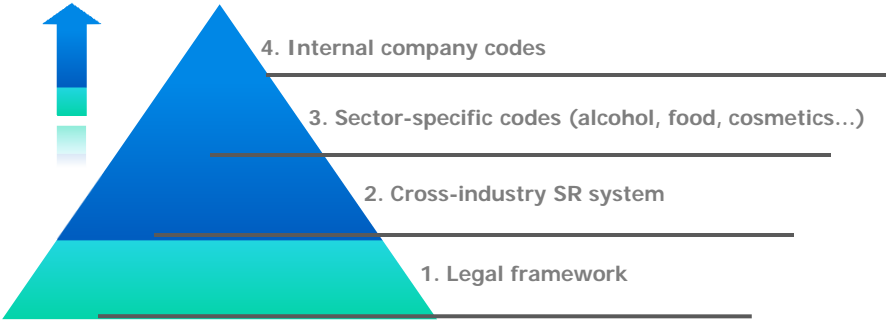


**APEC Advertising Standards Forum and  
Mentoring Workshop  
Beijing, China  
8-9 August 2014**

Working together to achieve fair competition and sound business environment - Compliance and the role of Governments



## From Law to Self-Regulation



4. Internal company codes

3. Sector-specific codes (alcohol, food, cosmetics...)

2. Cross-industry SR system

1. Legal framework

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Working together to achieve fair competition and sound business environment - Compliance and the role of Governments



***“This is not so much a debate about self-regulation against hard-law, but rather about how law and self-regulation can and should interact in modern Europe”***

**Robert Madelin**  
Director General of the European Commission Directorate General for Health and Consumer Affairs (DG SANCO)



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*Working together to achieve fair competition and sound business environment - Compliance and the role of Governments*

**For more information about EASA**  
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The Alliance logo is also present in the top right corner of this slide.