

# COMPLIANCE WITH COMPETITION RULES: WHAT'S IN IT FOR BUSINESS?

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It is the prime responsibility of large, medium and small companies alike to comply with these rules. Companies need to be aware of the risks of infringing competition rules and how to develop a compliance strategy that best suits their needs. An effective compliance strategy enables a company to **minimize the risk** of involvement in competition law infringements, **and the costs** resulting from anti-competitive behaviour.

The Commission welcomes and supports efforts by the business community to ensure compliance

with EU competition rules. If an infringement is found, however, the mere existence of a compliance strategy will not be taken into consideration when setting the fine: the best reward for a good compliance strategy is not to infringe the law. This standing policy has been confirmed publicly (see speeches "[Compliance and competition policy](#)" and "[Cartels: the priority in competition enforcement](#)")

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