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Chinese antitrust.

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QUOTES

"Unlike traditional online platforms or commercial providers of digital services, the National Data Group is essentially a state-owned enterprise tasked with carrying out strategic functions. It is intended to serve as the primary instrument for implementing the national data strategy, providing strategic direction and guidance to the sector, and acting as its backbone, rather than pursuing the maximization of short-term commercial profits."

Wang Chunhui, Professor at Nanjing University of Posts and Telecommunications, on the establishment of the National Data Group (China National Data Group)[1]

EVENTS

- **Pan Xiaodong Appointed to Oversee Antitrust Regulation**
- **SAMR Meets with AmCham China**
- **China National Data Group Established**
- **Registration Process Launched for Platforms with Significant Influence on Minors**
- **SAMR Meets with the European Commission's DG COMP**
- **Roundtable on Improving the Quality of Online Products**

[1] Source: WeChat

Pan Xiaodong Appointed to Oversee Antitrust Regulation

According to updated information on the SAMR website, Vice Minister Pan Xiaodong is responsible for antitrust regulation, oversees the authority's antitrust departments, and coordinates with the SAMR Center for Competition Policy and Expertise.

Pan Xiaodong holds a PhD in physics. He spent many years working at the administrative office of the Ministry of Science and Technology and the China Agenda 21 Management Center. In September 2026, he was transferred to SAMR as part of a routine personnel rotation.

Sources: SAMR, WeChat, Baidu

SAMR Meets with AmCham China

Pan Xiaodong, Vice Minister of SAMR, met with Michael Hart, President of the American Chamber of Commerce in China (AmCham China). The two sides discussed issues including consumer protection, the fair competition review system, and advertising regulation.

Pan Xiaodong stated that SAMR remains open to cooperation with AmCham China to foster a favorable business environment conducive to investment and the operations of foreign enterprises in China. Michael Hart noted that AmCham China intends to continue serving as a bridge between American businesses and Chinese authorities, helping to expand trade and economic cooperation between the two countries.

Source: SAMR

China National Data Group Established

On October 20, China established the National Data Group, a state-owned enterprise set up with the participation of the State Council of the People's Republic of China and leading Chinese telecommunications companies, including China Telecom, China Unicom, and China Mobile. Its key objectives include unlocking the potential of data as a factor of production, supporting the growth of the artificial intelligence sector, and fostering a thriving data industry ecosystem.

Over the next three to five years, the National Data Group is expected to lead efforts to integrate and standardize government data across key sectors, including telecommunications, energy, and public services. Its establishment is also expected to have a positive impact on the practical application of AI: access to high-quality datasets could become a key new competitive advantage for China's AI industry.

Source: WeChat

Registration Process Launched for Platforms with Significant Influence on Minors

On April 1, 2026, China's Measures for Identifying Internet Platforms with a Significant Number of Minor Users or Significant Influence on Minors entered into force.

Under the *Regulations on the Protection of Minors in Cyberspace*, which have been in effect since 2024, such platforms are subject to additional obligations. These include taking minors' psychological characteristics into account in platform design, providing dedicated modes for children and teenagers, and submitting reports on minor protection to cyberspace authorities.

In response, digital platforms have launched self-assessment procedures. Platforms that meet the criteria set out in the Measures are required to register their status accordingly.

A platform is considered to have a significant number of minor users if it has more than 10 million registered minor users or more than 1 million monthly active users (MAU). To determine whether a service has a significant influence on minors, authorities may consider factors such as the number of downloads, sales volume, login frequency, duration of use, and the publication of substantial amounts of content concerning or targeting minors, among other factors.

Under the Measures, platform status registration is scheduled to take place every three years, or more frequently if special circumstances arise.

Sources: WeChat, CAC, gov.cn

SAMR Meets with the European Commission's DG COMP

SAMR Commissioner Liu Guiping met with Anthony Whelan, Director-General of the European Commission's Directorate-General for Competition (DG COMP). The two sides exchanged views on recent developments in antitrust legislation and enforcement practices, discussed China–EU cooperation in the field of antitrust, and expressed their willingness to deepen engagement on competition policy.

On the same day, SAMR Vice Minister Shu Wei held talks with Anthony Whelan as part of the China–EU Competition Policy Dialogue.

Source: SAMR

Roundtable on Improving the Quality of Online Products

SAMR held a roundtable with digital platforms on the implementation of the Guiding Opinions on Improving the Quality of Products and Services on Online Trading Platforms and the application of the ISO 9001 quality management standard.

The Guiding Opinions were adopted in December 2025. Since then, operators of online trading platforms have taken a number of proactive measures, yielding tangible interim results. However, as new formats and business models emerge in online commerce, risks related to product quality and safety are becoming increasingly complex and difficult to detect, particularly in areas such as livestream marketing, instant retail, and social commerce.

The regulator urged roundtable participants to strengthen their internal quality control systems and make use of the data accumulated by their platforms to improve quality. Platforms are expected to provide a safe and reliable online shopping environment, develop their after-sales service systems, and improve the efficiency of consumer complaint handling.

Representatives of JD.com, Tmall, Taobao, Pinduoduo, Xiaohongshu, Kuaishou, Douyin, and other platforms attended the event.

Source: SAMR