



NO 129 TAIWAN FTC NEWSLETTER

2026.06

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Far EasTone Telecom Bought into InSynerger through New Century Not Prohibited

The FTC decided at the 1776th Commissioners' Meeting on Nov. 5, 2025 not to prohibit the merger of Far EasTone with InSynerger Technology Co., Ltd. (hereinafter referred to as InSynerger) by acquiring 80% of the shares of the latter through the subsidiary New Century InfoComm Tech Co., Ltd. (hereinafter referred to as New Century) because there was no concern about significant competition restraints.

By increasing its possession of shares of InSynerger to 80%, New Century, a subsidiary of Far EasTone Telecom, would hold over one-third of the shares of InSynerger and directly control the company's management and personnel appointment and dismissal. The condition would meet the merger-filing threshold while the exemption regulation in Article 12 of the Fair Trade Act was inapplicable. Therefore, a merger notification was filed with the FTC.

Both merging parties offered energy management system setup and application services. They were horizontal competitors, so it was a horizontal merger. In addition, when providing energy management system setup and application services, Far EasTone Telecom and New Century would outsource related turnkey electromechanical engineering work to InSynerger. Therefore, vertical transaction relations would exist. Hence, the merger was also a vertical one.

The FTC's analysis indicated that that the merging parties did not account for a large share of the energy management system setup and application services and electromechanical engineering services market. In addition, there were many entrants in the relevant market, the technological entry threshold was low, experience in the operation of telecom business was

not a requirement and none of the merging parties were leaders in the market. Hence, the merger would not lead to significant competition restraints. On the contrary, it could help the merging parties consolidate resources and upgrade management efficiency. For this reason, the FTC cited Paragraph 1, Article 13 of the Fair Trade Act and did not prohibit the merger. 

Concerted Action of Taichung Association of Real Estate Appraisers in Violation of the Fair Trade Act

The FTC decided at the 1788th Commissioners' Meeting on Jan. 28, 2026 that the Taichung Association of Real Estate Appraisers had violated the regulation against concerted actions in the Fair Trade Act by setting charge standards for members requested by the court to perform simplified appraisal valuation work. In addition to ordering the association to immediately cease the unlawful act, the FTC also fined it NT\$200,000.

The case started when Changhua District Court had to request that appraisers evaluate the worth of isolated land that needed right of passage and asked the National Union of Real Estate Appraisers Associations to forward the message to the members so that the ones interested in accepting simplified appraisal valuation work could fill out their service charges for the court to establish a list of appraisers. When receiving the message from Changhua District Court, the Taichung Association of Real Estate Appraisers did not inform its members regarding filling out the charge standards to reply to Changhua District Court on their own. Instead, the Taichung Association of Real Estate Appraisers solicited the opinions of a number of members and replied to Changhua District Court that the appraisal charge could not be less than

NT\$20,000 per case and also announced the decision in a general meeting. Then the association also asked the members to write down "NT\$20,000 per case in principle" in the reply email or letter to Changhua District Court.

The Changhua District Court's purpose in establishing an appraiser list was to facilitate litigants to choose appraisers according to the charges listed. However, since the Taichung Association of Real Estate Appraisers set the standard of "NT\$20,000 per case," no litigants would choose any of the 68 listed appraisers from the association. Even though some of the appraisers were willing to accept lower appraisal fees, they were still unable to obtain sufficient simplified appraisal and valuation jobs. As a result, the incentive for price competition was weakened and the supply-demand function was affected. It was in violation of the regulation against concerted actions.

The intention of the Taichung Association of Real Estate Appraisers was to assist Changhua District Court to establish an appraiser list. However, setting a uniform charge standard violated the regulation against concerted actions. The FTC urges all trade associations and business groups not to break the law. 

Undertakings Attached to Permit Joint Wheat Purchase and Shipment of 35 businesses

The FTC decided at the 1770th Commissioners' Meeting on Sep. 24, 2025 to cite Subparagraph 5 of the proviso in Paragraph 1, Article 15 and Paragraph 2, Article 16 of the Fair Trade Act and permit the joint shipment of wheat products of Chiao Thai Hsing Enterprise Co., Ltd. and 34 other companies for five years from Oct. 1, 2025 to Sep. 30, 2030.

Wheat and flour are food as defined in the Food Administration Act. However, the wheat in the country is highly dependent on importation. As a result, related businesses have adopted joint shipment for years to reduce the wheat import cost because joint wheat purchase enables them to acquire a steady supply and better transaction terms when trading with international grain suppliers. The purchase amount of an individual importer is definitely no comparison to the full load of a bulk carrier. For this reason, joint shipment is necessary for businesses to lower their transportation costs.

In addition, joint wheat shipment can also stabilize shipping schedules and purchase quantities and prevent excessive fluctuations in flour prices to maintain the supply-demand in the downstream industrial chain and market prices.

While the joint purchase and shipment of wheat products is a concerted action, after reviewing the case, the FTC thought it would benefit the overall economy and public interest and permitted the practice for five years with undertakings attached. The undertakings are as follows:

1. None of the applicants can use this permit to engage in any other concerted action.
2. No applicants can refuse to allow other enterprises to join this concerted action without justification.
3. No applicants can use this permit to restrict any other applicant from deciding its own purchase amount or importing its own purchases.
4. The applicants are required to file the execution of this concerted action with the FTC on a quarterly basis. 

Merger of Hino with MFTBC Not Prohibited

The FTC decided at the 1786th Commissioners' Meeting on Jan. 14, 2026 to cite Paragraph 1, Article 13 of the Fair Trade Act and approve the merger of Hino Motors Ltd. (hereinafter referred to as Hino) with Mitsubishi Fuso Truck and Bus Corporation (hereinafter referred to as MFTBC).

Toyota Motor Corporation (hereinafter referred to as Toyota) and Daimler Truck AG (hereinafter referred to as DTAG) each intended to hold 25% of the shares of the newly-created AIB, Ltd. (hereinafter referred to as AIB) which would hold 100% of Hino and MFTBC. After the merger, AIB would be directly in control of the management and personnel appointment and dismissal of the two companies. The condition complied with the merger patterns stated in Subparagraphs 2 and 5, Paragraph 1, Article 10 of the Fair Trade Act and achieved the merger-filing threshold. Therefore, a merger notification was filed with the FTC.

The merging parties were horizontal competitors selling trucks, small trucks and buses of different brands. After the merger, their shares in the domestic small truck market would have no significant increase. However, in the truck market, Hino and MFTBC were the top two

businesses before the merger whereas the merging parties were also big contenders. The FTC thought the merger was aimed at the joint development of Hino and MFTBC in Japan and the brands of the merging parties would continue to exist. Therefore, the number of brands in the market would not decrease. The merger would not include the assembly and sales of commercial vehicles in the domestic market. In addition, the assembling and distributing operations of Hino and MFTBC did not overlap. After the merger, there would still be other competitors while buyers of logistics businesses and bus operators also had their countervailing power. Therefore, the merger would not lead to a significant influence on the domestic market structure and competition.

Under the trend towards net zero emissions, commercial vehicles are undergoing the rapid process of becoming both electric and smart. For this reason, the merging parties consolidating the resources of Hino and MFTBC and developing the technologies needed for industrial transformation should speed up R&D and innovation. Therefore, after assessing related factors, the FTC cited Paragraph 1, Article 13 of the Fair Trade Act and did not prohibit the merger. 

Gaia Bio Violated the Multi-level Marketing Supervision Act by Not Filing with the FTC before Starting Operation

The FTC decided at the 1776th Commissioners' Meeting on Nov. 5, 2025 that Gaia Bio Co., Ltd., a multi-level marketing business, had violated Paragraph 1, Article 6 of the Multi-level Marketing Supervision Act by not filing with the FTC before starting operation. The FTC fined the company NT\$100,000.

Gaia Bio Co., Ltd. launched the Gaia Bio network in Apr. 2022 to recruit participants. Each was issued a QRcode to share on social media to promote products and earn bonuses.

The FTC's investigation showed that according to

the company's bonus system, an upline could collect multi-level indirect distribution bonuses from the sales of the downlines of its direct downlines. The condition complied with the definition of multi-level marketing set forth in the Multi-level Marketing Supervision Act. However, the company did not file with the FTC before starting operation. The conduct was in violation of the Multi-level Marketing Supervision Act.

The FTC would like to remind concerned businesses to present statutorily required documents for filing with the FTC before beginning multi-level operations in order not to break the law and get penalized. 

Mingsen Construction Posted False Ads in Violation of the Fair Trade Act

The FTC decided at the 1785th Commissioners' Meeting on Jan. 7, 2026 that Mingsen Construction Co., Ltd. had violated Paragraph 1, Article 21 of the Fair Trade Act by displaying a mezzanine design on the computer 3D simulation at the reception center and on the website when marketing the Wenzhiqiu housing project located in Qianjin District, Kaohsiung City, but the design was not included in the Building Permit. It was a false and misleading representation with regard to content and use of product and could also affect transaction decisions. The FTC fined the company NT\$1.5 million.

The picture Mingsen Construction showed to market the housing project gave consumers the impression that they could act accordingly and put in a mezzanine to increase the living space. However, according to the Public Works Bureau of the Kaohsiung City

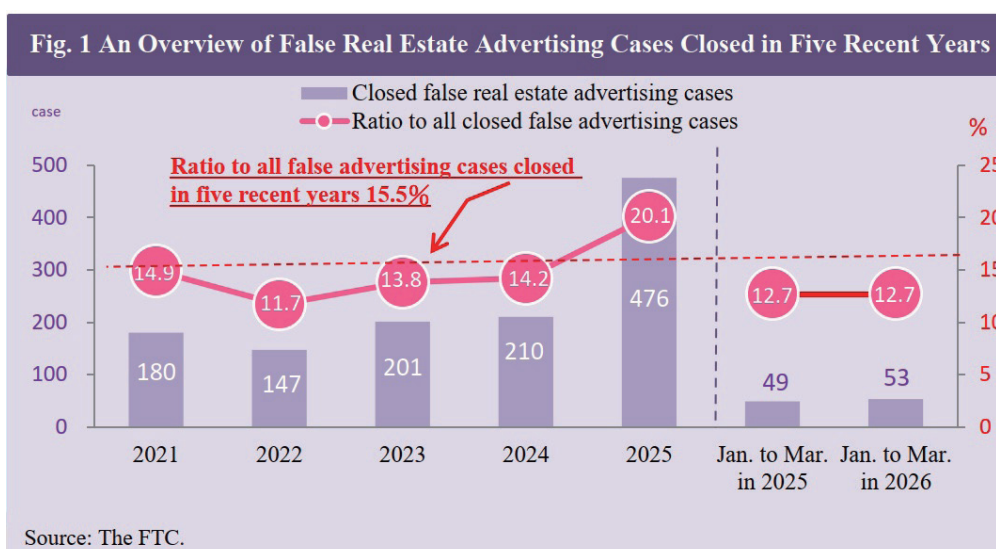
government, the high ceiling design shown in the ads for the housing project was a mezzanine design. However, the building permit and related drawings did not include a mezzanine design. The practice was in violation of the Building Act. In other words, the picture was inconsistent with the fact in violation of the aforesaid Fair Trade Act regulation.

To attract buyers, builders often claim in ads that a mezzanine design can be added to increase living space. The FTC would like to recommend that consumers visit the National Building Permit Stub Query System to compare the approved as-built drawings with the claim in the ad to prevent future disputes over illegal structures. Meanwhile, builders should not advertise an unapproved mezzanine structure in order not to break the law and be sanctioned. 

Statistics on False Real Estate Advertising

Real estate transactions involve large amounts of money. To attract customers, businesses design all kinds of ads and use various sales techniques to draw attention. It is not uncommon for consumers to put in their lifetime savings before finding out that the advertised 1+1 mezzanine design is illegal; or the space for the landing, water tank and machine room is advertised as the area for public facilities. The number of closed deals is exaggerated in ads to create the false appearance that the products are in high demand in order to boost sales. A half-hour distance from the MRT station is boasted to become 5 minutes. How many false or misleading real (Article 21 of the Fair Trade Act) estate ads are there exactly?

Statistics show that the FTC closed 53 false real estate advertising cases between Jan. and Mar. 2026, 4 cases (8.2%) more than in the same period the year before, and accounting for 12.7% of all 417 false advertising cases, similar to the same period last year. In the five recent years (2021 to Mar. 2026), the FTC closed 1,267 false real estate advertising cases, accounting for 15.5% of all the 8,185 closed false advertising cases (Fig. 1).



Of the 1,267 cases of false real estate advertising handled in the past five years, after deducting cases not within the scope of the FTC's responsibility, cases with the review/investigation suspended due to a lack of reasonable doubt and cases repeatedly reported, there remained 96 cases (violation cases) belonging to the jurisdiction of the FTC. Administrative sanctions were made in 60 of them and 62 dispositions (warning letters) issued. The fines imposed on 85 enterprises were maintained and the total amount was NT\$58.4 million (Table 1).

Judged according to the ratio of false real estate advertising cases to all the false advertising cases, the number of dispositions (warning letters) issued in the five recent years accounted for nearly 20%. However, the fines maintained exceeded 60% and appeared to be increasing in the five recent years. Apparently, fines imposed on real estate businesses formed the largest proportion of fines imposed for false advertising. On average, each real estate business was fined NT\$687,000, far higher than the average of NT\$129,000 imposed on other businesses (Table 1).

Table 1 Results of False Real Estate Advertising Cases Handled in the Five Recent Years

Unit: case, business, 10 thousand

Year/Month	Number of false real estate advertising cases =(A)+(B)	Administrative sanction								Number of non-disposition cases (B)
		Number of cases (A)	Number of dispositions	Ratio to all false advertising cases	Fines maintained					
					Number of businesses	Ratio to all false advertising cases	Amount (10 thousand)	Ratio to all false advertising cases	Fine per business on average(10 thousand)	
Total (2021~Mar.2026)	96	60	62	17.0	85	23.9	5,840	62.7	68.7	36
2021	<div><div></div></div> 12	<div><div></div></div> 8	<div><div></div></div> 8	<div><div></div></div> 18.2	<div><div></div></div> 12	<div><div></div></div> 19.0	<div><div></div></div> 980	<div><div></div></div> 52.7	<div><div></div></div> 81.7	<div><div></div></div> 4
2022	<div><div></div></div> 17	<div><div></div></div> 12	<div><div></div></div> 12	<div><div></div></div> 18.8	<div><div></div></div> 13	<div><div></div></div> 21.7	<div><div></div></div> 910	<div><div></div></div> 56.7	<div><div></div></div> 70.0	<div><div></div></div> 5
2023	<div><div></div></div> 18	<div><div></div></div> 13	<div><div></div></div> 13	<div><div></div></div> 18.3	<div><div></div></div> 21	<div><div></div></div> 28.0	<div><div></div></div> 1,525	<div><div></div></div> 66.9	<div><div></div></div> 72.6	<div><div></div></div> 5
2024	<div><div></div></div> 14	<div><div></div></div> 10	<div><div></div></div> 12	<div><div></div></div> 19.0	<div><div></div></div> 14	<div><div></div></div> 21.2	<div><div></div></div> 1,055	<div><div></div></div> 64.8	<div><div></div></div> 75.4	<div><div></div></div> 4
2025	<div><div></div></div> 31	<div><div></div></div> 14	<div><div></div></div> 14	<div><div></div></div> 13.3	<div><div></div></div> 22	<div><div></div></div> 28.2	<div><div></div></div> 1,070	<div><div></div></div> 67.7	<div><div></div></div> 48.6	<div><div></div></div> 17
Jan. to Mar. 2026	<div><div></div></div> 4	<div><div></div></div> 3	<div><div></div></div> 3	<div><div></div></div> 17.6	<div><div></div></div> 3	<div><div></div></div> 23.1	<div><div></div></div> 300	<div><div></div></div> 83.3	<div><div></div></div> 100.0	<div><div></div></div> 1

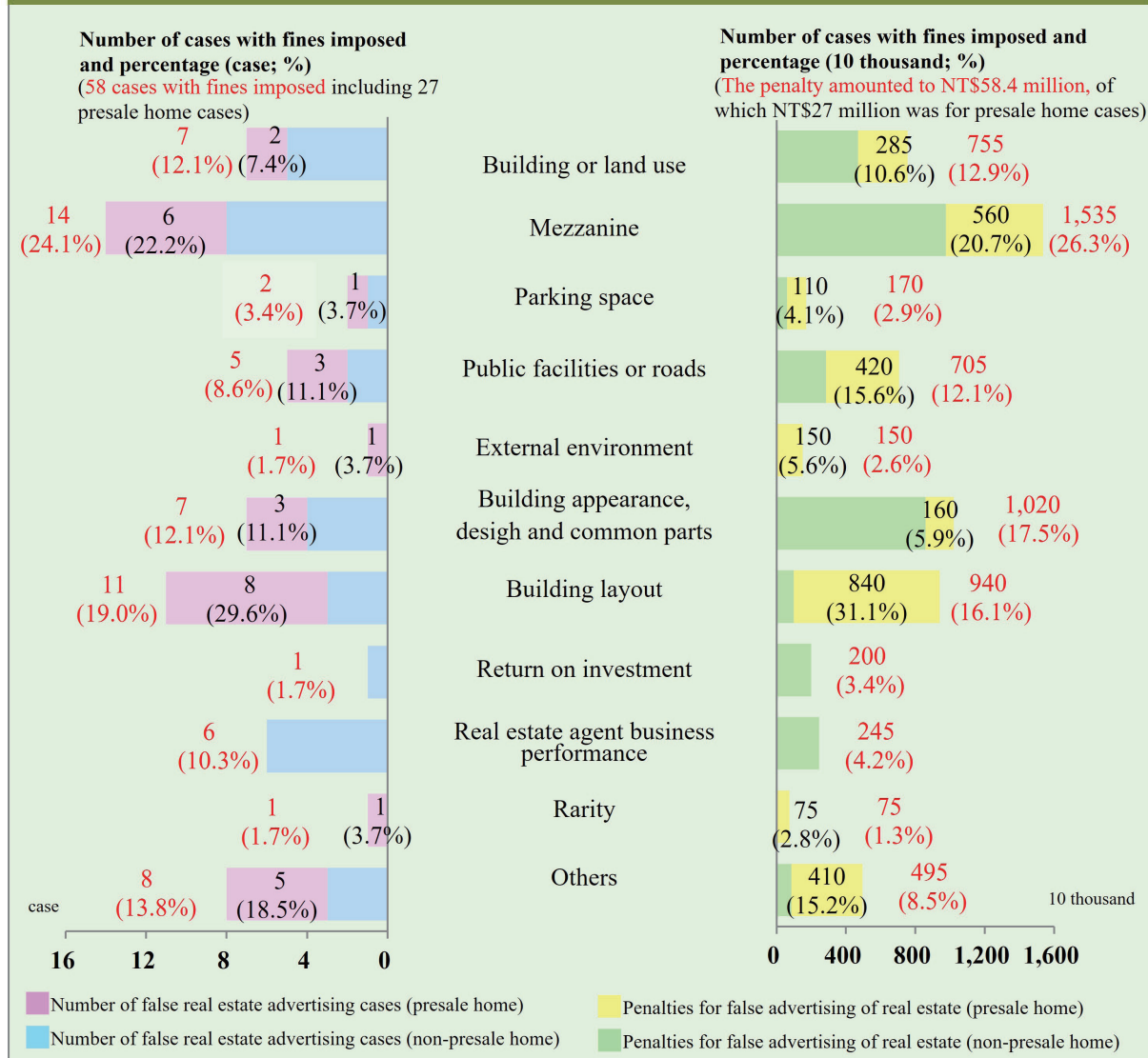
Source: The FTC.

Source: The FTC.

Judged by type of violation, the 14 cases (24.1%) involving illegal mezzanine design formed the largest group among the 58 false real estate advertising cases with fines imposed in the five recent years, followed by 11 cases (19.0%) associated with layout design, and then building or land use and building appearance, design and common parts, 7 cases each (12.1%). The fines totaled NT\$58.4 million, with NT\$15.35 million (26.3%) being imposed for illegal mezzanine design, NT\$10.2 million (17.5%) for building appearance, design and common parts, and NT\$9.40 million (16.1%) for layout design (Fig. 2).

In the five recent years, the FTC imposed fines in 27 presale home cases which involved false advertising. They accounted for 46.6% of all the false real estate advertising cases. 8 of them (29.6%) were associated with building layout, followed by 6 cases (22.2%) involving illegal mezzanine design. The fines added up to NT\$27 million, making up 46.2% of the fines imposed in all the false real estate advertising cases. The NT\$8.4 million associated with building layout accounted for 31.1%, followed by NT\$5.6 million (20.7%) related to illegal mezzanine design, and then NT\$4.2 million regarding public facilities or roads (Fig. 2).

Fig. 2 Fines maintained in cases of false real estate advertising in the five recent years – by type of violation



FTC Activities in March and April 2026

- ▲ On Mar. 6, the FTC held the 2026 Presentation on False Advertising Regulations and Cases in Hualien County.
- ▲ On Apr. 8, the FTC conducted the 2026 Fair Trade Act and Multi-level Marketing Supervision Act Training Camp for Universities for Central, Southern and Eastern Regions at the Department of Physical Education of National Kaohsiung Normal University.
- ▲ On Apr. 17, the FTC held the 2026 Presentation on False Advertising Regulations and Cases in Yilan County.
- ▲ On Apr. 28, the FTC held the 2026 Various Aspects of Trading Traps at the Datong Charitable Service Association in Pingtung City.



1. The FTC holding the 2026 Presentation on False Advertising Regulations and Cases in Hualien County.
2. The FTC conducting the 2026 Fair Trade Act and Multi-level Marketing Supervision Act Training Camp for Universities for Central, Southern and Eastern Regions at the Department of Physical Education of National Kaohsiung Normal University.

FTC International Exchange in March and April 2026

- From Mar. 11 to 13, the FTC attended the 23rd International Conference on Competition in Berlin, Germany.
- On Mar. 24, the FTC was voted by the global readers of Concurrences to be the winner of the Best Soft Law and Antitrust Studies Award for the Guides for Enterprises Touching upon Concerted Actions When Pursuing Environmental Sustainability.



1. FTC Acting Chairperson Chen leading a delegation to attend the 23rd International Conference on Competition and serving as the speaker of the session.
2. The FTC was voted by the global readers of Concurrences to be the winner of the Best Soft Law and Antitrust Studies Award.

Dear Readers,

In order to improve the quality of our Taiwan FTC Newsletter, we would like to request a few minutes of your time to fill in the questionnaire below. It would be appreciated if you could please directly fill in the questionnaire at the website (<http://www.ftc.gov.tw>). Thank you for your assistance and cooperation.

Regards

Fair Trade Commission

Taiwan FTC Newsletter Reader's Survey

■ Nationality : _____

■ Category of your organization

☐ Government ☐ Private Corporation ☐ Embassy ☐ NGO ☐ Media ☐ Scholars

☐ Other (please specify) _____

1. What do you think of the design of the Taiwan FTC Newsletter, including style and photos?

☐ Very Good ☐ Good ☐ Average ☐ Bad ☐ Very Bad

2. Are the articles clear and understandable or difficult to understand?

☐ Very Clear ☐ Clear ☐ Average ☐ Difficult ☐ Too Difficult

3. Are you satisfied with the contents of the Taiwan FTC Newsletter, including choice of subjects, length and thoroughness of articles?

☐ Very satisfied ☐ Satisfied ☐ Average ☐ Dissatisfied ☐ Very Dissatisfied

4. Which section is your favorite one?

☐ Selected Cases ☐ Regulation Report ☐ FTC Statistics ☐ FTC Activities
☐ FTC International Exchanges

5. What more would you like to see in the Taiwan FTC Newsletter, e.g. different subjects? Do you have any other suggestions?

Your advice : _____



Taiwan FTC Newsletter

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