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*Intergovernmental Group of Experts on Consumer Law and Policy*  
*(IGE Consumer)*

2nd SESSION  
3-4 July 2017  
Room XVII, Palais des Nations, Geneva

Tuesday, 4 July 2017  
Afternoon Session

**Review of capacity-building in and technical assistance on consumer  
protection law and policy**

Presentation by  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

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## 2nd Intergovernmental Group of Experts (IGE) Meeting on Consumer Protection Law and Policy

“Review of Capacity Building and Technical Assistance on  
Consumer Protection Law and Policy“

Geneva, Switzerland – 3-4 July 2017





## Background: ASEAN-German Cooperation

- As ASEAN's first Development Partner, Germany has been supporting regional economic integration since 2010, notably through projects implemented by the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**.
- GIZ is an **implementing agency** supporting the German government in the field of sustainable development, with projects in more than 130 countries worldwide.
- Ongoing project "**Competition Policy and Law in ASEAN**" (2015-2017, **4.5 million EUR**) provides technical assistance on competition policy and consumer protection at the regional level and in selected ASEAN Member States.
- Future commitment to expand the cooperation on consumer protection in a **new regional project commissioned by the Federal Ministry for Economic Cooperation and Development** (3.84 million EUR, 2018-2020).



## Highlights: Consumer Protection in ASEAN

### Current areas of support (2015-2017):

1. Institutional strengthening and inter-agency cooperation
2. Consumer education and empowerment
3. Complaints-handling and redress



### Upcoming project (2017-2020):

1. Regional cooperation and dialogue (cross-border)
2. Selected thematic issues (e.g. digital economy, product and food safety, sustainable consumption)

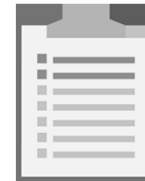




# Key Considerations: Effective Technical Assistance

The importance of ...

**A strategic orientation  
and resource mapping**



**Multi-level approaches on TA**

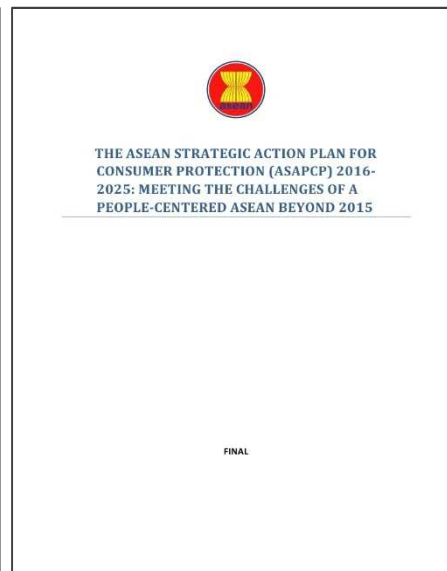
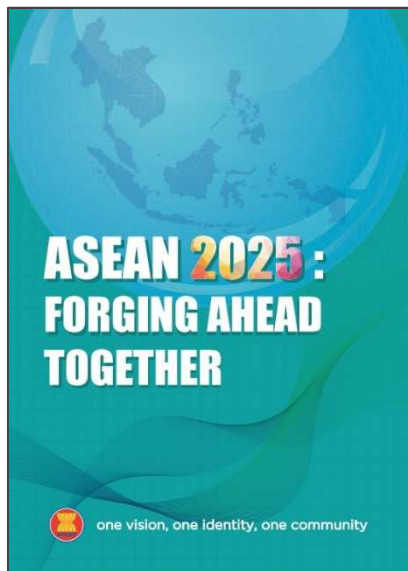


**Leveraging on different strengths  
and resources**





## A Strategic Orientation and Resource Mapping



- Common understanding and direction
- Sequencing and prioritization of initiatives
- Mobilization and monitoring of external assistance
- Transparency



## Multi-Level Approaches on TA



**Bridging the “implementation gap“:**  
Aligning the implementation of key regional initiatives  
with national priorities and reform agenda



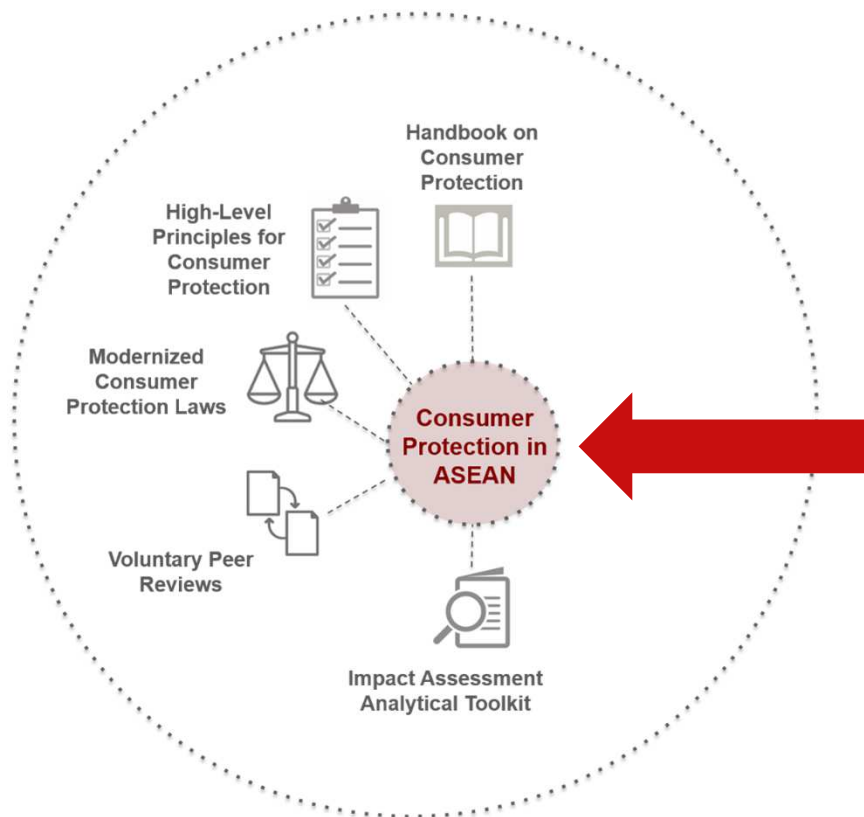
**“ASEAN helps ASEAN“:**  
Promoting intra-regional exchange and  
cooperation (e.g. twinning, study visits)



**International networking:**  
Facilitating participation in international fora and  
learning from experiences across different regions



## Leveraging on Different Strengths and Resources



### GIZ:

- Longer-term in-country assistance (and “infrastructure”)
- Knowledge of local conditions and familiarity with relevant stakeholders and networks

### International organizations:

- Availability of international reference and guidance documents
- Overview of international good practices (from different regions)





**Thank you for your attention!**

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