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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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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