

**Intergovernmental Group of Experts on Consumer Protection
Law and Policy, First Session**

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**Contribution
by
*Lebanon***



Intervention on Capacity Building in Consumer Protection : Challenges and Perspectives

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REPUBLIC OF LEBANON

MINISTRY OF ECONOMY & TRADE



Give a man a fish,

He will eat for a day.

Teach a man to fish,

He will eat for a life time.

~ Chinese Proverb

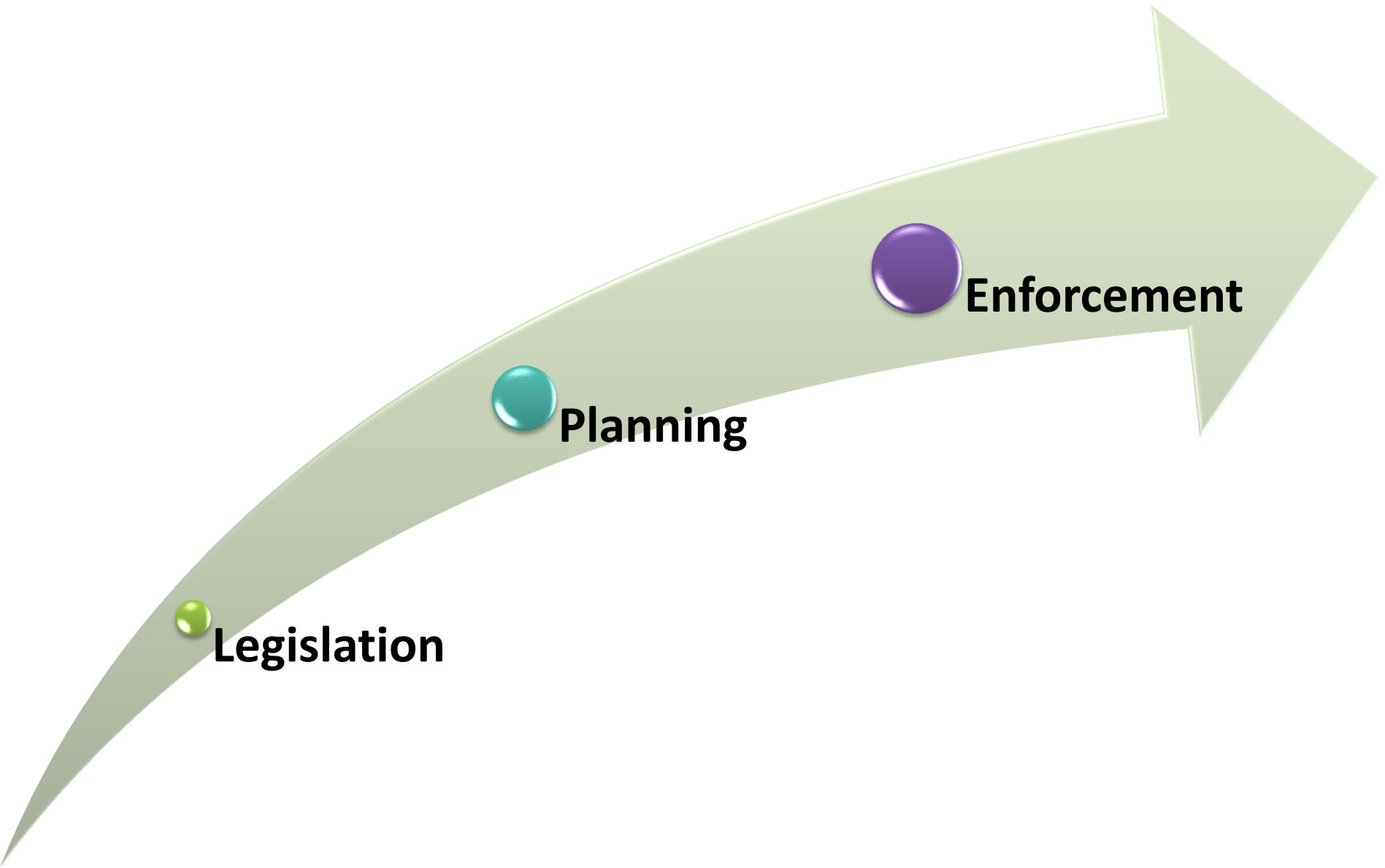
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Capacity building NEEDS

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Legislation



Planning



Enforcement

Legislation

Laws' amendment and development

- Consumer protection laws should be amended at the same pace as trade development ex: e-commerce
- Quality and safety standards should be properly developed and enforced

Planning (1)

Develop a National Consumer Protection Policy

Develop effective strategic plan for consumer protection (ongoing since 2014)

Identify and analyze consumer market problems and challenges

Evaluate consumer protection programs (e.g. price monitoring and market surveillance)

Develop awareness and educational programs for consumers (ongoing since 2005)

Strengthen coordination (especially Intra-governmental) by developing an integrated cooperation system in the six main consumer areas

Planning (2)

Strengthening
coordination
(specially
Intra-
governmental)
by developing
an integrated
cooperation
system in the
six main
consumer
areas

- 1. Product Safety and Labeling
- 2. Phone, Internet Services & E-Commerce
- 3. Consumer Credit and Banking
- 4. Environment
- 5. Healthcare services
- 6. Professional services

- The system could include
 - Harmonization of regulations
 - Communication of risk assessment findings
 - Exchange of expertise and knowledge

Enforcement

Training:

- Consumer Protection issues (e.g. identification of fraud, counterfeit products, fair trade laws, price fixing, E-commerce etc.)
- Management and Leadership skills

Equipment:

- Manuals
- Toolkit



**Capacity building
SUCCESSFUL INITIATIVES**

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Awareness Campaigns in schools and universities

Technical Cooperation with Local Authorities /
Municipalities

Periodic E-Magazine on consumer protection topics

Using New technology in consumer protection
complaints handling: CP application- social media etc...

Youth integration in consumer protection activities
through internships

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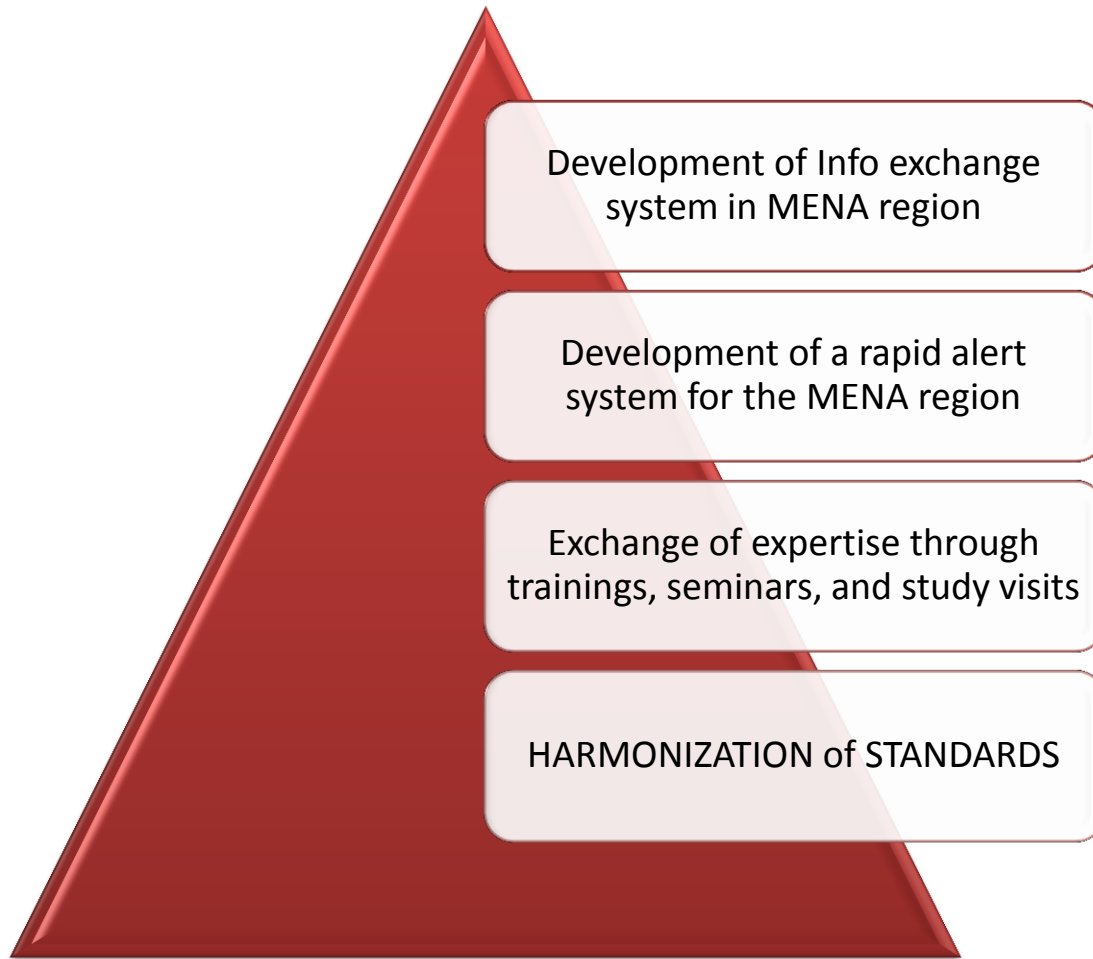
- Increase awareness on consumer rights
- Raise the sense of responsibility for the new generation
- Strengthen confidence in the Consumer Protection Directorate's work through the transparency



**Capacity building:
UNCTAD's potential role**

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THANK YOU FOR LISTENING!



More info?

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