Agenda Item 3b. Review of capacity-building and technical assistance on consumer protection law and policy

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Committed to Sustainable Development – Leaving No Consumer Behind

Consumer protection integral to economic integration in ASEAN

Germany as the first Development Partner of ASEAN

Technical assistance in more than 130 countries

Support to competition policy at the regional level (since 2008)

Support to consumer protection (since 2015)
“Forging Ahead Together in ASEAN”

The ASEAN Committee on Consumer Protection (ACCP).
Selected Highlights of Our Work

Country-Level:

**Lao PDR:**
consumer hotline, coordination of relevant line ministries, study visits to other AMS

**Vietnam:**
country-wide consumer survey, conferences, assessment of consumer protection agencies

ASEAN Level:

- Interface workshops
- ASEAN Consumer Empowerment Index (ACEI)
- ACCP website
- Commemorative logo and video
- Self-assessment toolkit

Thematic areas:
food trade/standards, e-commerce (others to be defined based on ASEAN priorities, including gender mainstreaming)
Responding to Key Challenges and Constraints

- Implementation gap between regional commitments and national reforms
- Strategic orientation and multi-level approaches to technical assistance
- Limited knowledge and knowledge management, capacities, resources
- Coordination of development partners, leveraging on different strengths
- Fragmentation of national legal and institutional frameworks, cross-border concerns
- Multi-stakeholder engagement, regional dialogue and international cooperation
Synergies in Cooperation with UNCTAD