

**Intergovernmental Group of Experts on
Consumer Protection Law and Policy, 9th session
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Statement

Indonesia

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**INDONESIAN GENERAL STATEMENT
OPENING OF THE INTERGOVERNMENTAL GROUP OF EXPERT
ON CONSUMER PROTECTION LAW AND POLICY UNCTAD
6 JULY 2026**

1. Thank you, Chair. Distinguished delegates, ladies and gentlemen.
2. Since it is the first time for the Indonesian delegation to make an intervention, I would like to extend sincere gratitude to UNCTAD for organizing this meeting.
3. Indonesia would also like to congratulate you, ... as the chair of this 9th Session of IGE on Consumer Protection Law and Policy. We believe that under your wise leadership, we will have a fruitful discussion in this meeting.
4. I would like to take the opportunity to provide an update on Indonesia's consumer protection policy and our experience in implementing the United Nations Guideline for Consumer Protection.
5. Implementation of the United Nations Guidelines for Consumer Protection (UNGCP) in Indonesia has been carried out through a range of laws, regulations, and government programs. The main legal foundation is Law No. 8 of 1999 on Consumer Protection, which guarantees consumer rights, promotes business responsibility, and supports fair trade practices. It is complemented by sectoral regulations covering product safety, e-commerce, financial services, food, pharmaceuticals, consumer dispute resolution, and consumer education.
6. Indonesia's Consumer Protection Law guarantees consumers' rights to safety, security, and accurate information, while requiring business actors to ensure product quality and prohibiting the sale of unsafe or non-compliant goods, in line with the UNGCP principles on consumer health and safety.
7. To strengthen these principles, **Government Regulation No. 29 of 2021** enhances trade supervision, product information, and market oversight, while **Government Regulation No. 80 of 2019 on Electronic Commerce (PMSE)** provides legal certainty for online transactions by requiring businesses to disclose seller identity,

product information, prices, payment methods, and return procedures.

8. Most recently, **Minister of Trade Regulation No. 19 of 2026 on PMSE** further strengthens consumer protection in the digital marketplace by promoting accurate consumer information, protection against unfair trade practices, product safety and quality, greater accountability of business actors and digital platforms, and a transparent and fair digital trading environment.
9. Indonesia continues to implement the UNGCP through close collaboration among government institutions, businesses, consumer organizations, academia, and other stakeholders. Efforts are focused on strengthening consumer information and education, product safety, digital market protection, and effective consumer redress. These initiatives are supported by the **Indonesian Market Surveillance System (INAMS)***, which enhances market transparency and provides public access to information on non-compliant products.
10. As digital markets continue to evolve, Indonesia is also strengthening consumer protection for e-commerce and cross-border transactions. Furthermore, Indonesia's ongoing **OECD accession process** provides an important opportunity to further enhance consumer protection policies, improve institutional coordination, and align national practices with international standards. Indonesia believes that international cooperation and the exchange of experiences remain essential to building an effective, future-ready consumer protection framework that promotes consumer welfare.
11. I wish this IGE a great success and look forward to fruitful discussions with all delegates.

Thank you.