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**Review of Capacity-Building and Technical Assistance on
Consumer Protection and Competition Law and Policy**

**Presentation
Speaking points included**

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REVIEW OF CAPACITY-BUILDING AND TECHNICAL ASSISTANCE ON CONSUMER PROTECTION AND COMPETITION LAW AND POLICY

Geneva, 10 July 2025

ARMENIA'S CURRENT PRIORITIES



Competition Policy

- ✓ Strengthening enforcement tools
- ✓ Introducing interim measures for severe violations
- ✓ Aligning methodologies and practices with international standards
- ✓ Promoting competition culture



Consumer Protection

- ✓ Developing law amendments, bylaws
- ✓ Enhancing enforcement mechanisms

CONSUMER PROTECTION REFORMS



Legislative package includes:

- ✓ Expansion of Commission powers
- ✓ Clearer rules for consumer offences
- ✓ New rules on price display: Requirements for indicating unit prices
- ✓ Broader consumer rights

Commission designated as:

- ✓ Central Consumer Protection Body
- ✓ Single Liaison Office (SLO)



Launch of “Consumer Assistant” platform

- ✓ Electronic complaint tool
- ✓ Preventive guidance
- ✓ Designed to address consumer rights violations through collaboration between businesses, NGOs and the administrative body

2010 PEER REVIEW BY UNCTAD



Key recommendations included:

- ✓ Abolishing the register of dominant companies
- ✓ Fine-setting flexibility
- ✓ Stronger investigatory powers
- ✓ Longer investigation periods
- ✓ Leniency program introduction
- ✓ Readjustment of enforcement strategies



Resulted in:

- ✓ Multiple legislative amendments
- ✓ Shift in enforcement strategy

POST-COVID COLLABORATION



2022 Consultation with UNCTAD on SME resurgence



- ✓ Market study on supermarket–supplier relations in the food and non-food supply chains
- ✓ New provisions on bargaining power
- ✓ New approaches of enforcement in times of crisis

THE PATH FORWARD – STRATEGIC MATCHMAKING



Proposal: UNCTAD as matchmaker for peer cooperation

- ✓ Agencies with complementary strengths
- ✓ Engagement in mutual learning and support



Armenia's example

- ✓ Effective collaboration with Italian Competition Authority via ICPEN Mentorship Program

CONCLUSION

UNCTAD's technical assistance is:



Timely



Practical



Transformative

What Does Armenia Seek?

Deeper cross-border
collaboration

Shared solutions to global
enforcement challenges

THANK YOU



Competition
Protection Commission