

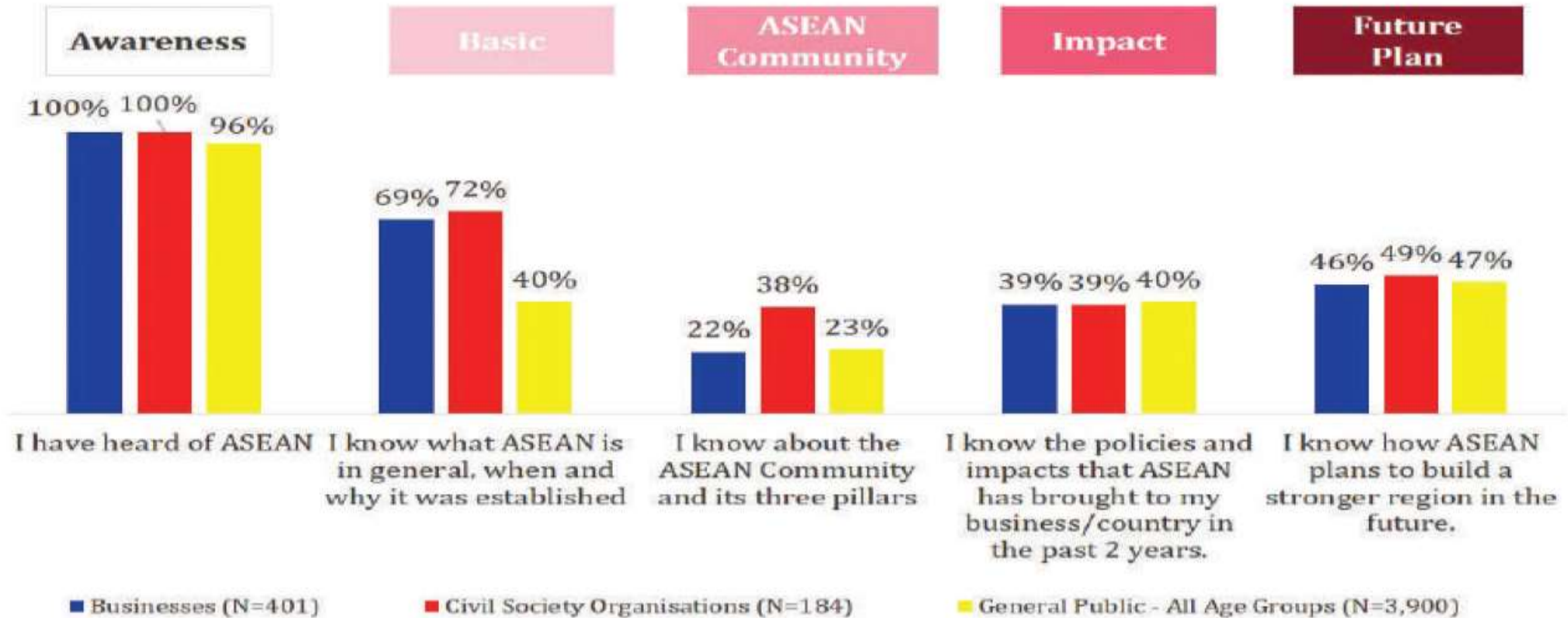
CURRENT CONSUMER PROBLEMS AND CORRESPONDENCE TO COPE WITH THESE PROBLEMS IN ASEAN

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Federation of Malaysian Consumers Associations (FOMCA)

- The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration.
- 10 member States
- The ASEAN Charter serves as a firm foundation in achieving the ASEAN Community.
- **ASEAN Motto - “One Vision, One Identity, One Community”**

Which statements best describe your knowledge of ASEAN?



Source: Poll on ASEAN Awareness, 2018

Background of ASEAN Consumer Protection

- ASEAN Committee on Consumer Protection (ACCP) formed in 2007
- ASEAN High Level Principles of Consumer Protection
 1. Enforcement of Consumer Protection Laws are Fair, Consistent, Effective and Proportionate.
 2. Consumers are Equipped with the Skills, Knowledge, Information and Confidence to Exercise their Rights
 3. Consumers are Protected from Harmful Goods and Services
 4. Consumers have access to Appropriate and Convenient Sources of Redress including Alternative Dispute Resolution
 5. Consumers understand the Impact of Consumption Decisions on the Shared Environment
 6. Strong Consumer Advocacy is Promoted
 7. High Levels of Cooperation between Different Levels of Government and with Business and other Stakeholders
 8. Consumers in e-commerce are protected.

2016 – ASEAN Strategic Plan for Consumer Protection

- A common ASEAN consumer protection framework
- Ensure a high level of consumer empowerment and protection
- Ensure a high consumer confidence in the AEC
- Integrate consumer confidence in all ASEAN policies

- ASEAN Consumer Associations Network (ACAN) was formed in 2018
- An Analysis of the Current Situation of Consumer Associations in ASEAN
 - Highly heterogeneous
 - Differ substantially in effectiveness and scope
 - Struggle to secure financial and human resources
 - Varying levels of acceptance and space for advocacy
 - Urgent to address structural inequalities such as access to essential goods and services especially for the vulnerable.

(Source: ASEAN Guidelines on Consumer Associations, 2022)

- Publication: ASEAN Guidelines on Consumer Associations: Strengthening the Consumer Movement in ASEAN
 - Roles and Services of Consumer Associations
 - Setting up a Consumer Association
 - Operating a Consumer Association
 - Planning
 - Human Resource
 - Funding
 - Networking
- Case Studies

ASEAN Consumer Alliance

- Formation of ASEAN Consumer Alliance (ACA)
- 4 Primary Objectives
 - To exchange information and knowledge of best practices in the region to enhance consumer associations effectiveness and efficiency;
 - To better understand initiatives undertaken by ASEAN to enhance consumer protection and consumer associations;
 - To explore new individual and collective initiatives that would enhance national and regional effectiveness; and ,
 - To build relationships and enhance the capacity of all consumer associations in the ASEAN region.
- Current Membership – 20 Consumer Associations from 8 ASEAN Countries

Current Activities

- Webinar on 21 November 2021
 - Gather Feedback on Key Consumer Issues
 - Exchange of Ideas and Programmes
 - Explore Possibility of Capacity Building in Specific Areas
 - Exploring Common Programmes and Position
- ACA Newsletter
 - Report for Member Associations on Activities and Programmes
- ACA Website being developed

Way Forward

- ASEAN Consumer Protection Assessment Report
 - Critical assessment
 - Gaps
 - Intervention proposals
- Regional ADR System
- Establishment of ACA Centre
 - Consumer Leadership Training Centre
 - Programmes on Specific Consumer Protection areas
 - Regional Campaigns
 - Local Support and Intervention

ASEAN CONSUMER ALLIANCE
People's Initiative towards
People's Development