



PROGRAMME
3rd ASEAN CONSUMER PROTECTION CONFERENCE (3rd ACPC)

Building a Fair and Future-Ready Marketplace for Consumers in ASEAN

28 June 2022 (UTC+7)

Virtual

The ASEAN Consumer Protection Conference (ACPC) is the flagship event of the ASEAN Committee on Consumer Protection (ACCP) that serves to showcase its achievements, as well as of ASEAN Member States, in the area of consumer protection policy, advocacy and enforcement. The event, which is led by the Philippines, serves as a forum to engage policymakers/regulators, academia, civil society/consumer associations and the private sector, and raise broader awareness in the area of consumer protection in the ASEAN region.

For this year, the 3rd ACPC adopts the theme: “Building a Fair and Future-Ready Marketplace for Consumers in ASEAN”. The conference consists of thematic sessions to address emerging issues, particularly in the context of increased online and cross-border trade with a view to exchange experiences, best practices and lessons learned, as we continue to work towards policy convergence and coherence across jurisdictions. Hosted by the Philippines’ Department of Trade and Industry, prominent consumer protection agencies and experts from within and beyond the ASEAN region will be in attendance.

The 3rd ACPC will cover the following three thematic sessions:

- Laying the Foundation for Inclusive Digital Transformation in ASEAN;
- Scanning the Horizon towards the ‘New Normal’ for B2C Dispute Resolution in ASEAN; and
- Empower Consumers through Strengthening the Consumer Movement in ASEAN

The conference will also include the launching of three key projects completed by the ACCP for the year 2022, as well as the Philippines Online Dispute Resolution System (PODRS).

09.00 - 09:05	Check-in, teaser video and house rules
09:05 - 09:30	Welcome and Opening Remarks <ul style="list-style-type: none"> • H.E Satvinder Singh Deputy Secretary-General (DSG) for ASEAN Economic Community (AEC) • Dr. Moe Moe Thwe Chair for the ASEAN Committee on Consumer Protection, Member of the Consumer Protection Commission and Director-General for the Intellectual Property Department Department of Consumer Affairs, Ministry of Commerce, The Republic of the Union of Myanmar
09:30 – 09:40	Introduction of the Agenda <ul style="list-style-type: none"> • Dr Sathita Wimonkunarak, Conference Convener, Law Lecturer at School of Law, Sukhothai Thammathirat Open University
09:40 – 09:55	Keynote Speech: “Building a Fair and Future-Ready Marketplace for Consumers in ASEAN – Challenges and Prospects” <p>With the constant evolution and improvement of digital economy, E-commerce as well as the increase of cross-border trade, the keynote speech explores the major concerns faced by consumers and consumer protection authorities around the world, with special emphasis on particularities and how these play out in the ASEAN context.</p> <p>To help set the scene towards the three thematic sessions, an outline will be provided through a number of recommendations on issues to be addressed that cut across jurisdictions, despite the heterogeneity and varying degrees of maturity of consumer protection systems.</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Atty. Ruth B. Castelo Undersecretary Consumer Protection Group (CPG) Department of Trade and Industry (DTI), The Philippines
09:55 – 10:05	Ice Breaking Session – User Polls
10:05 – 11:05	Thematic Session 1: “Laying the Foundation for Inclusive Digital Transformation in ASEAN”

This session will cover ASEAN strategies, commitments and deliverables that are concerned with consumer protection against the backdrop of post-pandemic economic recovery– picking up on the issues raised in the keynote speech regarding digitalization, inclusivity and sustainability as linked to the overarching conference theme, in order to highlight how consumer protection cuts across sectors/policy areas and is both integral and indispensable to transformative processes and economic recovery in ASEAN (which is also based on recommendations from the Mid-Term Review of the ASEAN Economic Community (AEC) Blueprint and sectoral work plans).

This session will also touch on strategic importance of cross-sectoral coordination and cooperation, as issues reach beyond the core mandate of consumer protection authorities and require concerted, coherent “whole-of-government” approaches. Thus, underscoring the emphasis to address the needs of vulnerable consumers, local/regional SMEs and newer consumer protection regimes in ASEAN.

- (i) Views from ASEAN Member States (AMS) and external experts to express value of regional guidance and dialogue as well as mutual learning (in a “ASEAN helps ASEAN” approach) to promote pending country-level reforms, for example on ODR.
- (ii) Explain how the upcoming ASEAN Consumer Impact Assessment (CIA) Guidelines would be helpful in drawing attention to and mainstreaming consumer protection as AMS strive to modernize their respective legal frameworks to address new issues, e.g. on e-commerce or sustainability, where impacts on consumers may need to be proactively screened and accounted for.
- (iii) Views from experts on the importance of digital transformation, its potential impact towards consumer protection and actions consumer protection agencies anticipate potential consumer harm online (including through cross-sectoral coordination).

Moderator:

- **Mr. Ng Ming Jie**
Deputy Director, Consumer Protection Division
Competition and Consumer Commission of Singapore (CCCS)

Presenters:

- **Mr Looi Teck Kheong,**
Head of the Competition, Consumer Protection and IP Rights Division, The ASEAN Secretariat
- **H.E Phan Oun,**

	<p>Delegate of the Royal Government in charge as Director General of the Consumer Protection Competition and Fraud Repression Directorate-General (CCF), Cambodia</p> <ul style="list-style-type: none"> • Mr Gareth Jamieson, Director, Enforcement Southern, Consumer and Fair-Trading Division, The Australian Competition & Consumer Commission (ACCC)
11:05 – 11:20	<p>Launching of the ACCP Learning Management System (LMS) of the Online Interactive Distance Learning Tools</p> <ul style="list-style-type: none"> • Video Presentation
11:20 – 11:35	<p>Wrap-Up of Part I of the Conference</p> <ul style="list-style-type: none"> • Dr Sathita Wimonkunarak, Conference Convenor
LUNCH BREAK	
13:00 – 13:05	Check-in, teaser video and house rules
13:05 – 14:05	<p>Thematic Session 2: “Scanning the Horizon – Towards the ‘New Normal’ for B2C Dispute Resolution in ASEAN”</p> <p>This session explores different avenues for consumer access to redress (i.e. mediation by public authorities, small claims courts, ADR/ODR, legal tech etc.) and their respective advantages and possible limitations, with special emphasis on the importance of strengthening ADR, which holds considerable potential for improved consumer access to redress and for which new ADR Guidelines provide orientation.</p> <p>We will also explore the outlook on the necessity of putting in place more efficient online means or mechanisms for B2C dispute resolution that are suited for the modern digital economy and also enable swift cross-border settlements, resulting from digitalization advances gained during the pandemic.</p> <p>In addition, key considerations are explored for the introduction or improvement of national ODR systems that expand from mere online complaints portals to platforms for the interaction between the disputing parties. This has the potential to be interlinked, as envisaged by the ASEAN ODR Network – drawing from principles set out in the new ODR Guidelines, updated pilot initiatives undertaken by selected AMS (e.g. Philippines as one of the follow-ups to the inaugural ASEAN Peer Review) and the new online complaints function on the ACCP website, which was piloted in 2021.</p> <p>AMS are to discuss the recommendations presented from the Regional Study on Needs and Gaps, and horizon-scanning on new technologies that could be employed for predictive justice in the</p>

	future. They will also consider prevalent challenges or constraints (IT, legal, privacy and security, resources, capacities etc.) that must be factored in, by drawing the insights from the Feasibility Study on ODR.
	Moderator: <ul style="list-style-type: none"> • Mr. Muhammad Faiz Aziz, Director for Partnership and Collaboration as well as Researcher, Centre for Indonesian Law and Policy Studies (PSHK)
	Presenters <ul style="list-style-type: none"> • Mr. Kevin Lee, Director, Dispute Resolution, Drew & Napier LLC • Dr. Wimonrat Wim Teriyapirom Director of International Cooperation, at Office of the Consumer Protection Board (OCPB) • Mr. Phan The Thang, Deputy Director, Consumer Protection Division, Viet Nam Competition and Consumer Authority (VCCA)
14:05 – 14:20	Launching of the Philippines Online Dispute Resolution System (PODRS) <ul style="list-style-type: none"> • Video Presentation • Remarks by Atty. Melquiades Marcus N. Valdez II Director Consumer Policy and Advocacy Bureau (CPAB) Department of Trade and Industry (DTI), The Philippines
14:20 – 14:35	Launching of ASEAN Regional Complaints Platform <ul style="list-style-type: none"> • Video Presentation
14:35 – 14:50	PM Break
14:50 – 15:50	Thematic Session 3: “Empower Consumers – Strengthening the Consumer Movement in ASEAN” <p>The session explores the Overview of the landscape, scope of action and challenges for existing and emerging consumer associations in ASEAN, with outline and purpose of the new ASEAN Consumer Associations Guidelines, along with complementary e-learning modules on “Becoming a Consumer Champion” on the revamped aseanconsumer.org Website.</p> <p>The session also explores practical examples of successful approaches by selected consumer associations in ASEAN, for example in engaging with other stakeholders and bringing “issues from the ground” into wider policy discussions.</p>

	<p>In addition, consumer education efforts are also reflective of the multifaceted dimensions of consumer vulnerability (e.g. gender), as the basis for exploring innovative ways to educate and empower consumers (e.g. by nudging them to healthier or more sustainable choices), tapping into behavioral insights and using different media (incl. gamification) to target specific audiences (e.g. female consumers, youth).</p> <p>Finally, what are some opportunities presented by the ASEAN Consumer Associations Network (ACAN) for networking, learning and leverage across countries (e.g. in following up on or involving in ACCP initiatives, joint region-wide campaigns), including for the dissemination of the Sustainable Consumption Toolkit.</p>
	<p>Moderator:</p> <ul style="list-style-type: none"> • Ms. Heidi Farah Sia A. Rahman, Director, Competition and Consumer Affairs Department, Director, Competition Commission Brunei Darussalam (CCBD)
	<p>Presenters:</p> <ul style="list-style-type: none"> • Ms. MONIROTH Sopheavattay, Officer of Consumer Protection Department, Directorate General of Consumer Protection, Competition and Fraud Repression (CCF), Cambodia • Ms. Indrani Thuraisingham, Legal Advisor, Federation of Malaysian Consumers Associations (FOMCA) • Ms. Brigitte Acoca, Head of Consumer Policy Unit OECD Committee on Consumer Policy OECD Working Party on Consumer Product Safety
15:50 – 16:10	<p>Launching of the ASEAN Sustainable Consumption Toolkit</p> <ul style="list-style-type: none"> • Video Presentation
CLOSING	
16:10 – 16:25	<p>Wrap-up of Part II of the Conference</p> <ul style="list-style-type: none"> • Dr Sathita Wimonkunarak, Conference Convenor
16:25 - 16:40	<p>Closing Remarks:</p> <ul style="list-style-type: none"> • Atty. Ann Claire C. Cabochan Assistant Secretary Consumer Protection Group (CPG) Department of Trade and Industry (DTI), the Philippines

17:00	End of Conference
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