

NATIONAL CONSUMERISM INITIATIVES

Ministry of Domestic Trade,
Co-operatives and Consumerism (MDTCC)



ABSTRACT

- Malaysia has been deliberate in implementing consumer protection and consumerism activities – education & information programmes

HIGHLIGHTS

No.	Name of Initiative	Targeted Group
1	National Consumer Interactive Challenge (CIP)	Secondary Students
2	Higher Learning Institute Consumer Movement Forum (MPGPS)	University Students
3	National Consumer Movement Meeting (MGPK)	Head of States and NGOs
4	World Consumer Rights Day	Public
5	National Consumer Day	Public

NATIONAL CONSUMER INTERACTIVE CHALLENGE (CIP)

- Aims to promote and educate students on consumerism at an early age in an engaging, interactive way.
- Consumer Interactive Challenge has 3 stages:
 - 1) District;
 - 2) State; and
 - 3) National
- Over 4000 students across Malaysia participated.
- The champion gets to hold on to the Champion's trophy until the next National CIP.

NATIONAL CONSUMER INTERACTIVE CHALLENGE (CIP)



HIGHER LEARNING INSTITUTE CONSUMER MOVEMENT FORUM (MPGPS)

- Aims to encourage students to take an active role in consumerism activities alongside the government.
- Held once a year.
- Chaired by the Minister of Domestic Trade, Co-operatives and Consumerism (MDTCC).

HIGHER LEARNING INSTITUTE CONSUMER MOVEMENT FORUM (MPGPS)



NATIONAL CONSUMER MOVEMENT MEETING (MGPK)

- Aims to give the NGOs clear direction of governments' plans and initiatives.
- MGPK Meeting acts as a medium for the Ministry, Head of States and the NGOs to discuss current consumerism issues and come up with solutions.
- Held twice every year.
- Chaired by the Minister of Domestic Trade, Co-operatives and Consumerism (MDTCC)

WORLD CONSUMER RIGHTS DAY 2016 (WCRD 2016)

- Held on 15 March 2016 at Lumut, Perak, Malaysia
- Malaysia celebrates WCRD every year as a mean of raising global awareness about consumer rights
- The theme of WCRD 2016 is 'Antibiotics Off The Menu'
- The preeminent activities during WCRD celebrations were:
 - ❖ Visit to Poultry Processing Plant in Lumut generating awareness regarding high usage of antibiotics in poultry
 - ❖ Briefing Session on Standards and Procedure of Antibiotic Usage in Poultry by Department Of Veterinary Services Malaysia
 - ❖ Briefing Session on Food Safety by Ministry of Health Malaysia

WORLD CONSUMER RIGHTS DAY 2016 (WCRD 2016) 'ANTIBIOTICS OFF THE MENU'



NATIONAL CONSUMER DAY 2015

- Aims to generate smart consumers and ethical business owners.
- Aims to provide consumers with effective safeguards against different types of exploitation such as defective goods, unsatisfactory services and unfair trade practices.
- Held from 23 – 25 October at Dataran Merdeka, Kuala Lumpur, Malaysia.
- Officiated by Deputy Prime Minister Datuk Seri Dr Ahmad Zahid Hamidi.

THE MOST HONORABLE DEPUTY PRIME MINISTER OFFICIATES THE NATIONAL CONSUMER DAY 2015



THE MAJOR ACTIVITIES

Fun Run 'Friends of KPDNKK'



Pre Launching & Icon



Consumerism Awards 2015



Booths and Exhibition





THANK YOU