

# PROTECT PULSE

## GIZ Project Consumer Protection in ASEAN II (PROTECT II) Newsletter



### CONSUMERS BEWARE!

Welcome to the latest edition of the PROTECT Pulse Newsletter. As part of the ASEAN-German Practical Cooperation Areas (AG-PCA), PROTECT II is strengthening ASEAN consumer protection structures. PROTECT II enters its third year of implementation in 2025, which will end in March 2026.

Over the past two months, PROTECT II has participated in numerous significant discussions on consumer protection at ASEAN and national levels. These include the development of a future action plan on consumer protection, the establishment of consumer association, market talks with businesses, and others.

Scroll down to find out more!

PROTECT II is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ).

### PROJECT UPDATES

#### The 30<sup>th</sup> ACCP, 13<sup>th</sup> PSC and Related Meetings

On 16 to 20 June 2025, the ASEAN Committee on Consumer Protection (ACCP) held its [thirtieth meeting](#) in South Tangerang City, Indonesia. The Project Steering Committee (PSC) meeting for PROTECT II, the second validation workshop on the development of the ASEAN Strategic Action Plan on Consumer Protection (ASAPCP) 2030, and other key meetings were held back-to-back with the ACCP meeting. Hosted by the Ministry of Trade of the Republic of Indonesia and facilitated support by GIZ, Office for Product Safety and Standards United Kingdom, and the Australian Competition and Consumer Commission, the series of meeting aimed to review progress on ASAPCP 2025 deliverables and to discuss the upcoming 5-year action plan to empower consumers in ASEAN.



Photo credit: Ministry of Trade Indonesia



## The Application for Cambodia's Young Consumer Champion Programme is Extended!

This is the last call for Cambodian enthusiastic youth to apply for the Young Consumer Champion Programme because the application is extended to 31 July 2025! PROTECT II in collaboration with the Consumer Protection, Competition, and Fraud Repression Directorate-General (CCF) created this exciting initiative to raise awareness on consumer protection among youth across the Kingdom of Cambodia. Young individuals are invited to showcase their creativity in three key areas, notably understanding consumer protection rights, learning how to file complaints through the consumer app, and advocating for stronger consumer rights. For more information, [visit CCF page](#)



## In-house Trainings to Enhance Consumer Protection Skills in Cambodia

PROTECT II in collaboration with CCF organised capacity building activities to enhance leadership, critical thinking, Artificial Intelligence (AI) integration in daily operations, and technical skills for effective law enforcement, especially among investigators. Two trainings for CCF officers have been successfully conducted on [21 – 22 May](#) and [12 – 13 June](#) 2025. The first day involved strengthening soft skills of the staffs, including on media and information literacy. On the second day, they learned about technical knowledge of competition and consumer protection laws, such as addressing misleading advertisements. These skills developments aimed to increase investigators' expertise for stronger law enforcement.





Photo credit: CIPS

### Promoting Digital Financial Inclusion and Literacy for Consumers in Indonesia

From 3 – 5 June 2025, PROTECT II and the Center for Indonesian Policy Studies (CIPS) co-organised the DigiWeek 2025, an annual event where stakeholders can exchange ideas and address challenges in creating a responsible digital ecosystem. This year, the discussions centred on the risks and issues that consumers face in digital era, such as scams and unfair business practices through the practice of dark patterns. On 15 May 2025, a financial literacy awareness campaign also took place with university students at IPMI institute to introduce “Monetary” financial app. This digital tool is intended to help consumers in simulating financial decisions and becoming smart consumers.



Photo credit: GIZ

### The 2<sup>nd</sup> Consultation Meeting on the Establishment of Lao Consumer Protection Association

On 6 May 2025, the 2<sup>nd</sup> Consultation Meeting on the Establishment of Lao Consumer Protection Association took place in Vientiane, Lao PDR. The objective of this meeting was for the association committee and related participants to discuss and comment on the charter of Lao Consumer Association after the revision of the first draft from the 1<sup>st</sup> Consultation Meeting which was held on 2 April 2025. After consolidating all feedback and finalising the charter, the Division of Consumer Protection alongside with the association committee have submitted the official request to establish the Lao Consumer Protection Association and its final draft of the association’s charter for adoption. On 9 June 2025, H.E. Malaythong Kommasith, the Minister of Ministry of Industry and Commerce has officially signed the Agreement on the Establishment of Lao Consumer Protection Association.

**TRÒ CHUYỆN DOANH NGHIỆP**  
MARKETING: QUẢN LÝ RỦI RO VÀ XÂY DỰNG THƯƠNG HIỆU BỀN VỮNG



Bà Nguyễn Thị Hương Giang  
Chuyên gia Truyền thông - Sáng lập viên  
Branding vs Copywriting



Bà Nguyễn Thị Lan Anh  
Viện trưởng  
Viện Nghiên cứu phát triển cộng đồng (ACDC)

Đăng ký



20.00 - 22.00  
10 /06/2025  
Trực tuyến

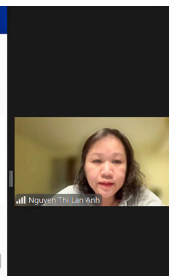
<https://forms.gle/aSMeVv8NY1cnwbNZ9>

- Thay đổi tư duy và thực hành kinh doanh có trách nhiệm để mở rộng tệp khách hàng.
- Xây dựng thương hiệu và marketing trên các nền tảng số.
- Ứng dụng phân tích dữ liệu để cá nhân hóa trải nghiệm khách hàng.
- Quản lý khủng hoảng thương hiệu trong môi trường số.

## Đối với hình thức kinh doanh online qua sàn thương mại điện tử

- Website/App bán hàng cần được thiết kế dễ đọc, dễ sử dụng, đầy đủ thông tin.
- Ứng dụng công nghệ mô tả sản phẩm (giọng nói, âm thanh) để khách hàng khuyết tật nhìn có thể tiếp cận.
- Bổ sung phụ đề tiếng Việt hoặc phiên dịch ngôn ngữ ký hiệu trong video mô tả sản phẩm.
- Cung cấp đa dạng các kênh thông tin hỗ trợ thuận tiện cho người khuyết tật như qua cửa sổ chat trực tiếp, email, nhắn tin qua điện thoại...
- Đào tạo, tập huấn cho nhân viên về hòa nhập khuyết tật...

Thiết kế web thân thiện với NKT



## ĐIỀU 23. QUẢNG CÁO TRÊN MẠNG

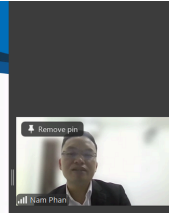
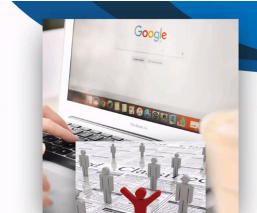
### 3. Kiểm soát nội dung liên kết ngoài (external links)

Đối với quảng cáo có chứa đường dẫn (link) đến nội dung khác, thì:

- Nội dung tại trang đích (nội dung được dẫn đến) phải tuân thủ pháp luật Việt Nam;
- Người kinh doanh dịch vụ quảng cáo và người phát hành quảng cáo phải có giải pháp kiểm tra và giám sát các nội dung này.

#### Đối tượng chịu trách nhiệm:

- Người kinh doanh dịch vụ quảng cáo: Ví dụ: Google Ads, Facebook Ads, TikTok Ads...
- Người phát hành quảng cáo: Các trang báo điện tử, kênh YouTube, fanpage, influencer...



## Raising Awareness on Fair, Inclusive and Responsible Business Practices in Viet Nam

A series of virtual business talks were held in Viet Nam, co-hosted by GIZ and the Viet Nam Chamber of Commerce and Industry (VCCI). More than 250 business representatives were invited in total. The first event, held on 3 June 2025, featured speakers from the Vietnam International Arbitration Centre and the VCCI. With Viet Nam launching a campaign to combat counterfeit goods and deceptive advertisements, the talks focused on the risks businesses may face due to non-compliance with e-commerce rules, data privacy regulations, and consumer protection policies, including in the context of cross-border trade. The second discussion, which centred on disability-inclusive business practices, took place on 10 June 2025. Although the Law on the Protection of Consumer Rights has identified people with disabilities as a vulnerable consumer group, consumers with disabilities continue to face numerous challenges. One of the key takeaways from the discussion was that not only inclusive practices ensure compliance, but it also enhance brand image and boost revenue. Lastly, the third market talk was held on 27 June 2025. It was aimed to update businesses on the Advertising Law 2025. The conversation highlighted that businesses must pay attention to the revised law, which includes responsibilities for influencers in advertising. More business talks are scheduled for the rest of 2025, covering topics such as personal data and other pressing issues.

## RESOURCES

### ASEAN Economic Community Strategic Plan 2026–2030

Since its launch in 2015, the ASEAN Economic Community (AEC) has evolved into a highly integrated and cohesive economic community. However, for ASEAN to become the fourth largest global economy by 2045, countries in the region will need to deepen their economic integration and enhance their agility to address multifaceted challenges. The ASEAN Economic Community Strategic Plan 2026 – 2030 has been developed and adopted by the 46<sup>th</sup> ASEAN Summit on 26 May 2025. Download the full strategic plan by scanning the QR code!



### Cambodia Consumer Week

PROTECT II in collaboration with CCF presented the digital media campaign “Consumer Week” to enhance and promote consumer protection in Cambodia. It is expected to foster a community of informed consumers and drive greater awareness and advocacy for consumer rights in Cambodia. This campaign is currently ongoing, with one poster released each week. Click on the hyperlinks to download the infographics from CCF Facebook page!

[Week 1: Understand Consumer Rights](#)

[Week 2: Misleading Advertising](#)

[Week 3: Product Safety](#)

### #berCUANda: A Series of Videos on Financial Literacy

Working together with CIPS, a series of short videos on common financial topics were published regularly on social media channels to increase awareness of consumers in Indonesia, especially younger generation. The videos (in Bahasa Indonesia) raise current concerns about consumer protection and financial literacy, such as scams, insurance, pay later and many more. Scan the QR code to watch the latest video or visit CIPS social media to see the full series!





## CCCS Expanded its Regulatory Functions over Consumer Protection Matters

The Competition and Consumer Commission of Singapore (CCCS) assumed [new responsibilities as a product safety regulator](#) starting in July 2025. The new role will enhance CCCS's oversight of consumer protection issues and relevant regulations and strengthen its ability to engage consumers and businesses. They now can approach CCCS for matters related to fair business practices, consumer product safety requirements, as well as weights and measures compliance.

## YLKI Urges Action against Rice Products that Did Not Meet Quality Standards

The Indonesian Consumers Foundation (YLKI) has [called on the government to act on fraudulent practices](#) by 212 rice brands found guilty of non-compliance with quality standards, weight, maximum retail price, and being unregistered with the plant food permit. These deceptive practices potentially cause consumer losses of up to 99 trillion per year. YLKI urges the government to closely monitor the distribution of rice in the market to ensure its quality and quantity compliance. The fraudulent actions of rice sellers will reduce the consumer confidence in the quality of rice in the market. The revision of the Consumer Protection Law is strongly needed to impose strict sanctions against essential commodities for the nation.

## Malaysian Consumers Warned Against Unnecessary Price Hikes

Economists urge the government of Malaysia to improve price monitoring on consumer products due to [expanded Sales and Service Tax \(SST\)](#). Starting from 1 July 2025, a tax rate of 5 - 10% was imposed on non-essential items e.g., 8% service tax on rental services. Consumers should be aware when shopping and avoid buying products from dishonest sellers. Consumer groups can also play a role in addressing unnecessary price increase and report the companies to authorities for profiteering.

## Viet Nam's Revised Law on Product and Goods Quality

Fair business practices include compliance to quality and safety standards. On 18 June 2025, the National Assembly of Viet Nam adopted the [Amended Law on Product and Goods Quality](#) which will become effective in January 2026. The revised law introduces digital passports to store and access information about products, stricter e-commerce oversight to ensure full disclosure of information and to set up consumer complaints mechanisms, and risk-based inspections to enhance product traceability and compliance.

## Viet Nam's Amended Law on Advertising

Similar with the Law on Product Quality, the National Assembly of Viet Nam also passed the [amended Law on Advertising](#) in June 2025. The revised law places particular focus on the accountability of individuals or entities involved in online advertising, including influencer marketing, in light of several public scandals involving misleading advertisements. [A huge increase in video commerce](#) in Viet Nam was reported during a content creator event on 30 June 2025. According to Kantar and Ipsos, 98% of users trust recommendations made by YouTube creators. To complement the provisions of advertising, the Ministry of Industry and Trade also plans to submit amendments to the Law on E-Commerce.

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