

# 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 one area of the "ASEAN-Germany Development Partnership Practical Cooperation Areas (2023-2027)", PROTECT II is strengthening consumer protection structures in Southeast Asia. PROTECT II enters its third year of implementation in 2025.



Photo credit: GIZ

Two important international days regarding consumer protection happened since the last PROTECT Pulse Newsletter: PROTECT II joined the celebration of the International Women's Day (IWD) on 08 March and the World Consumer Rights Day (WCRD) on 15 March through several online campaigns and panel discussions with partners.

Scroll down to find out more!

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

## PROJECT UPDATES



Photo credit: GIZ

### Cambodia Celebrated the World Consumer Rights Day (WCRD)

PROTECT II successfully celebrated WCRD in Cambodia on 14 March 2025, with the aim of raising awareness and empowering consumers in Cambodia about the Law on Consumer Protection (LCP) and safeguard consumer rights. Under this year's inspiring theme, "Just Transition to Sustainable Lifestyles," the event emphasised the need for fair, inclusive, and eco-friendly consumption patterns, ensuring that consumers are protected while contributing to a more sustainable future.



At the event, [the Minister of Commerce, H.E. Cham Nimul](#), emphasised that since the LCP was adopted and came into force in November 2019, the Ministry of Commerce and GIZ have been continuously disseminating the law to relevant stakeholders. However, more cooperation is needed to further strengthen consumer protection in Cambodia. The WCRD celebration was co-hosted by the Consumer Protection, Competition, and Fraud Repression Directorate General (CCF) of the Ministry of Commerce, in collaboration with the GIZ PROTECT II and the EU-German GATE projects.



### Cambodia Young Consumer Champion Programme

PROTECT II in collaboration with CCF Cambodia has just unveiled an exciting new initiative—the [Young Consumer Champion Programme](#)—aimed at promoting consumer protection across the Kingdom. This competition invites young individuals to showcase their creativity while raising awareness in three key areas: understanding consumer protection rights, learning how to file complaints through the designated consumer app, and advocating for stronger consumer rights. Participants will have the opportunity to develop innovative campaigns and engage with real-world consumer issues. The selected winner will earn a unique opportunity to represent Cambodia at the Regional Youth Forum on Consumer Protection (currently in planning).



### Consultation Meeting on the Establishment of Lao Consumer Association

The Department of Competition and Trade Inspection of the Ministry of Industry and Commerce organised the [1<sup>st</sup> Consultation Meeting](#) to establish the Lao Consumer Association (LCA) Committee and Members in Vientiane on 2 April 2025. The objective of this event was to introduce the committee to establish the LCA and present the draft rules and regulations for participants to comment on. The participants were from related ministries, civil society organisations (CSOs) and local associations. After the event, the Department of Competition and Trade Inspection will adjust the draft rules and regulations according to participants' feedback and organise internal meetings to formulate the document before circulating to relevant sectors for adoption.



## Breaking Biases and Barriers – Championing Women in Consumer Protection

To mark this year's International Women's Day, PROTECT II has produced a publication exploring consumer protection through gender. The publication covers key topics such as gender-responsive and gender-transformative consumer protection, research and action agenda, and tips for consumers.

As IWD also aims to celebrate women's achievements, a special section is available to feature snapshots of leading women consumer champions in the ASEAN region. Check out their journey by scanning the QR code!



## A Cambodian Entrepreneur's Inspiring Story

On 15 March 2025, PROTECT II in Cambodia launched a social media campaign to share the story of Mrs Siev Somalin, owner of TAKADIA Craft in Cambodia. Mrs Somalin is a business owner who recognises the importance of consumer rights as a key to long-term success. Discover her story by scanning the QR code!



## Money Management through a Football Strategy

PROTECT II, in collaboration with the Center for Indonesian Policy Studies (CIPS), has just released the first episode of "berCUANda", an awareness-raising video in Bahasa Indonesia designed in a fun way to promote the importance of financial literacy to the Indonesian public. The first episode features the use of the 5-3-2 football strategy to manage finances. To watch the video, simply scan the QR code!



## Promoting Sustainable Consumption

In line with this year's WCRD theme, "Just Transition to Sustainable Lifestyles", this animated video aims to raise awareness of the role that consumers can play in reducing emissions by making more sustainable consumption choices and being mindful of how we dispose products that are no longer usable. Scan the QR code to watch the video!



## Indonesia Celebrated National Consumer Day

On 20 April, Indonesia celebrated the [National Consumer Day](#) as a good momentum for the public to be aware of their rights and obligations as consumers. This year, the Indonesian Smart Consumer Action was held and attended by Indonesian Minister of Trade, Budi Santoso. The activity was organised under the theme Joint Commitment Movement to Realise Empowered Consumers. Minister Santoso highlighted that there are several important aspects need to be considered by digital consumers, namely being critical of information, understanding rights and obligations, being smart in transactions, and using official government complaint channels.

## Ministry of Trade Indonesia Took Action Against Fuel Adulteration

The Indonesia's Ministry of Trade has summoned subsidiaries of state-owned oil and gas giant companies to address the issue of [adulteration of fuel sold at gas stations](#) to ensure consumer protection practices in Indonesia. The Director General of Consumer Protection and Business Order stressed that consumers should receive fuel that meets the quality and quantity promised by the business. This issue has caused public concern and distrust.

## False Advertising of Vietnamese Candy Brand

A vegetable candy brand was widely promoted by influencers, but criticised by the public for falsely advertising "1 candy equals 1 plate of vegetables". In this situation, the National Competition Commission, the Ministry of Health, and the Department of Culture and Sports conducted [inspection and verification activities](#). As a result, the company apologised to consumers for the false information. The [influencers](#) also admitted wrongdoing and pledged to review all future advertisements before they are published.

## Mobilisation of the Leading Position under the Ministry of Industry and Trade of Viet Nam

Viet Nam's Ministry of Industry and Trade has [appointed a series of leaders](#) for the second time in March. This includes the appointment of a Standing Committee, Deputy Secretary, Chairman of the Inspection Committee of the Party Committee of the Ministry of Industry and Trade, Chairman of the Viet Nam Trade Union of Industry and Trade for the 4<sup>th</sup> term and others. The Ministry of Industry and Trade will continue to review, organise, and rotate staff at department and division levels accordingly.

## Consumer Credit Bill 2025 Introduced in Malaysian Parliament

[The Consumer Credit Bill 2025](#) has been submitted for its first reading, indicating a step toward stronger consumer credit regulation in Malaysia. The proposed legislation aims to establish a Consumer Credit Commission, which will be responsible for regulating and supervising credit businesses across conventional and Islamic finance sectors. The commission's primary objective is to enhance consumer protection, promote responsible lending, and ensure fairness and transparency in the credit industry.

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