



## National Conference on Consumer Protection

### Driving Cambodia's Consumer-First Environment – Progress & Achievements

Hybrid: Raffles Hotel, Phnom Penh, Cambodia | Zoom | November 11<sup>th</sup>, 2021

#### Tentative Agenda

The purpose of this national consumer protection conference is to raise awareness of Cambodia's consumer protection law, promulgated on November 2<sup>nd</sup>, 2019, as well as of the main activities that the Consumer Protection, Competition and Fraud Repression Directorate-General (CCF) has been undertaking to implement the law.

The event serves to familiarise different stakeholders with the principles and main contents of the Law on Consumer Protection – which includes the establishment of a National Commission for Consumer Protection (NCCP), as well as the National Consumer Protection Program (NCPP). A particular focus lies on encouraging responsible, fair, and ethical business conduct by sharing guidance based on the law and successful approaches of selected companies. An emphasis will be placed on the interaction between businesses and consumers, and the mediating role that can be played by the CCF.

Session	Time	Description
<b>Arrival</b>	08:30-09:00	Arrival of participants and registration
<b>1: Intro</b>	09:00-09:05	National Anthem
	09:05-09:10	<b>Welcome Remarks &amp; Introduction to GIZ PROTECT Project</b> <ul style="list-style-type: none"> <li>Mr. Frank Jattke, Leader of GIZ-ASEAN Projects in Cambodia, Regional Economic Integration (ASEAN-REI KH).</li> </ul>
	09:10-09:15	<b>Welcome Remarks – Importance of Consumer Protection in Europe and to the Private Sector in Cambodia</b> <ul style="list-style-type: none"> <li>Mr. Thomas Hesketh, Deputy Executive Director, European Chamber of Commerce in Cambodia.</li> </ul>
	09:15-10:00	<b>Opening Remarks, and presentation on updates on the implementation of the Law on Consumer Protection – Key Progress &amp; Achievements</b> <ul style="list-style-type: none"> <li>H.E. PHAN Oun, Delegate of the Royal Government of Cambodia in Charge as Director-General, Consumer Protection, Competition and Fraud Repression Directorate-General (CCF), Ministry of Commerce, and a member as well as a Secretary of NCCP.</li> </ul> <p><i>30 minutes, followed by 15-minute Q&amp;A (moderated by EC team member)</i></p>



Session	Time	Description
Break	10:00-10:20	Coffee Break
2: NCCP / NCCP	10:20-10:40	<b>Introduction to the National Commission for Consumer Protection (NCCP), and the Establishment of the National Consumer Protection Program (NCCP).</b> <ul style="list-style-type: none"> <li>Ms. SOK Vanseka, Managing Partner, Sethalay Law Office. Ms. SOK Vanseka will also explain the difference between the NCCP and NCCP, and how they are interlinked.</li> </ul>
	10:40-11:40	<b>Panel Discussion – The Establishment of the National Commission for Consumer Protection (NCCP).</b> <p>The Sub-Decree on the Organization and Functioning of the National Commission for Consumer Protection was approved by the Head of the Royal Government on the 27th of August 2020, along with the Decision on the Appointment of the Composition of the National Commission for Consumer Protection, dated the 13th of October 2020. This session will describe the objectives &amp; achievements of the NCCP, the challenges it foresees, and its next steps.</p> <ul style="list-style-type: none"> <li><b>Moderator:</b> Ms. SOK Vanseka, Managing Partner, Sethalay Law Office.</li> <li><b>Finance:</b> Mr. HENG Bomakara, Deputy Director General of Banking Supervision, National Bank of Cambodia, and a Member of the National Commission for Consumer Protection (NCCP).</li> <li><b>Telecoms:</b> H.E. KONG Phallack, Under Secretary of State, Ministry of Post and Telecommunications (MPT), and a Member of the National Commission for Consumer Protection (NCCP).</li> <li><b>Health:</b> Ph. AING Hoksrun, Director of the Department of Food Safety, Ministry of Health (MOH).</li> <li><b>CCF:</b> H.E. PHAN Oun, Delegate of the Royal Government of Cambodia in charge as Director-General of Consumer Protection Competition and Fraud Repression Directorate-General (CCF), Ministry of Commerce, and a member as well as the Secretary of the NCCP.</li> </ul> <p><i>40-minute moderator-led panel discussion, followed by 20-minute audience Q&amp;A.</i></p>
Photo	11:40-11:50	Photo Session
Lunch	11:50-13:00	Lunch Break

## What is the NCCP?

The NCCP performs the following tasks:

- prepare and promote the policy and strategic plan related to consumer protection



- propose the government checks and amendments to the law and regulations related to consumer protection work if necessary
- request for advice or decision from the Royal Government on the implementation of the consumer protection law
- check and find solutions in the case of regulations prepared by a regulator that conflict with the regulations prepared by other regulators
- provide consultation with the consumer associations and organizations related to consumer protection
- check and approve measures and other procedures necessary to implement laws on consumer protection
- facilitate and collaborate and sign other agreements with other institutions, authorized regulators in various fields and development partners related to consumer protection work both nationally, regionally and within the international framework.
- establish a working group to implement any specific work
- check and solve any complaints or cases raised by NCCP related to consumer protection
- give recommendations to the Minister of Commerce to determine dishonesty, send warning letters and also propose that the government set a date for a National Day for Consumer Protection
- publish a warning in writing
- consult and collaborate with competent authorities to define the content of the information for consumers

Session	Time	Description
<b>3: E-Commerce</b>	13:00-13:25	<p><b>Realising Cambodia's E-Commerce Potential / E-Commerce Ecosystem in Cambodia.</b></p> <p>The digital age is upon us, and Cambodian consumers will increasingly buy their goods online. This session will explain the e-commerce opportunities in Cambodia, and what can be done to realise the potential the digital age presents. However, it will also describe the risks consumers may face as they fully embrace the digital marketplace.</p> <ul style="list-style-type: none"> <li>▪ <b>E-Commerce Researcher:</b> Mr Deep Chowdhury, Founder &amp; Director, Profitence, Author of E-Commerce Ecosystem in Cambodia Report.</li> </ul> <p><i>20-minute presentation, followed by Q&amp;A.</i></p>
	13:25-13:35	<p><b>The Role of The Ministry of Commerce in Nurturing an Effective E-Commerce Ecosystem.</b></p> <ul style="list-style-type: none"> <li>• <b>MOC Initiatives:</b> Mr. SAM Chatra, Deputy Director, Legal Affairs Department, Ministry of Commerce.</li> </ul> <p><i>10-minute presentation.</i></p>
	13:40:14:30	<p><b>Realising Cambodia's E-Commerce Potential &amp; Mitigating Consumer Risks for Stakeholders</b></p>



		<ul style="list-style-type: none"> <li>• <b>Moderator:</b> Mr Deep CHOWDHURY, Founder &amp; Director, Profitence, Author of E-Commerce Ecosystem in Cambodia.</li> <li>• <b>E-Commerce Risks &amp; Opportunities for Women:</b> H.E. MAM Dathalineth: Vice President of Internal Affairs, Cambodian Women Entrepreneurs Association of Cambodia (CWEA). E-Commerce Opportunities &amp; Risks for Women.</li> <li>• <b>MOC Initiatives:</b> Mr. SAM Chetra, Deputy Director, Legal Affairs Department, Ministry of Commerce.</li> <li>• <b>Responsible Advertising:</b> Ms. Adrienne RAVEZ, Chief Operating Officer, QED Advertising Agency.</li> <li>• <b>CCF:</b> H.E. PHAN Oun, Delegate of the Royal Government of Cambodia in charge as Director-General of Consumer Protection, Competition, and Fraud Repression Directorate-General (CCF), Ministry of Commerce, and a member as well as the Secretary of the NCCP.</li> </ul> <p><i>30-minute moderator-led panel discussion, followed by 20-minute audience Q&amp;A.</i></p>
Break	14:30:14:45	Coffee Break ( <i>can be cut if needed</i> )
Session	Time	Description
4: Towards Consumer Associations & Legal Obligations for Private Sector Actors.	14:45-14:55	<b>Introduction to the Rationale &amp; Relevance of Consumer Associations.</b> <ul style="list-style-type: none"> <li>▪ <b>Ms. Sita ZIMPEL</b>, Head of Project - Consumer Protection in ASEAN (PROTECT).</li> </ul>
	14:55-15:10	<b>Consumer Networking Around Food Safety Issues and Further Steps Toward Establishment of a Cambodian Consumer Association.</b> <ul style="list-style-type: none"> <li>▪ <b>Mr. PRAK Sereyvath</b>, Director of CIRD (Cambodian Institute for Research and Rural Development).</li> </ul> <p><i>15-minute presentation.</i></p>
	15:10-15:20	<b>Best Practices of Consumer Association Worldwide – Next Steps Cambodia Should Aim For.</b> <ul style="list-style-type: none"> <li>• <b>Dr. Paul Selva Raj</b> is currently the Secretary General of the Federation of Malaysian Consumer Associations (FOMCA), and the Chief Executive Officer for the National Consumer Complaints Centre (NCCC) as well as the Consumer Research and Resource Centre (CRRC)</li> </ul> <p><i>10-minute presentation.</i></p>
	15:20-15:35	<b>Remote Q&amp;A on Consumer Associations</b> <ul style="list-style-type: none"> <li>▪ <b>Mr. PRAK Sereyvath</b>, Director of CIRD (Cambodian Institute for Research and Rural Development).</li> </ul>



		<ul style="list-style-type: none"> <li>▪ <b>Ms. Sita ZIMPEL</b>, Head of Project - Consumer Protection in ASEAN (PROTECT).</li> <li>▪ <b>Dr. Paul Selva Raj</b> is currently the Secretary General of the Federation of Malaysian Consumer Associations (FOMCA), and the Chief Executive Officer for the National Consumer Complaints Centre (NCCC) as well as the Consumer Research and Resource Centre (CRRC)</li> </ul> <p><b>Sli.do Poll Questions</b></p>
	15:35-15:50	<p><b>Legal Obligations of Companies in Cambodia under the 2019 Law on Consumer Protection, and Recent Updates.</b></p> <ul style="list-style-type: none"> <li>▪ Ms. SOK Vanseka, Managing Partner, Sethalay Law Office</li> </ul> <p><i>10-15-minute presentation.</i></p>
Close	15:50-16:00	<p>Closing Remarks</p> <ul style="list-style-type: none"> <li>▪ H.E. PHAN Oun, Delegate of the Royal Government of Cambodia in charge as Director-General, Consumer Protection, Competition and Fraud Repression Directorate-General (CCF), Ministry of Commerce, and a member as well as a Secretary of NCCP.</li> </ul>