



**SIARAN MEDIA**  
**JABATAN PERANCANGAN EKONOMI DAN STATISTIK**  
**KEMENTERIAN KEWANGAN DAN EKONOMI**

***Pendekatan yang tegas dan pragmatik ke arah memajukan agenda  
perlindungan pengguna di rantau ASEAN***

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Tarikh: 21 Mei 2024

1. YM Awang Mohammad Harris Bin Brigadier Jeneral (Rtd) Dato Paduka Haji Ibrahim, Pemangku Setiausaha Tetap (Ekonomi, Perdagangan dan Industri) di Kementerian Kewangan dan Ekonomi, menekankan kepentingan pendekatan yang tegas dan pragmatik bagi memajukan agenda perlindungan pengguna di rantau ASEAN. Beliau menegaskan keperluan untuk menyusun strategi pasca 2025, bagi memastikan pengguna lebih diperkasa dengan hak untuk keselamatan dan pilihan, serta diberikan maklumat yang betul bagi membuat keputusan yang bermaklumat, dan diberi hak untuk didengari. Beliau mengongsikan maklumat penting ini di dalam ucapan pada majlis jamuan makan tengahari yang dianjurkan bagi perwakilan yang menghadiri Mesyuarat *ASEAN Committee on Consumer Protection (ACCP)* Kali Ke-28 dan Mesyuarat-Mesyuarat Berkaitan.
2. Beliau turut mengambil maklum bahawa ACCP telah mencapai kejayaan dalam melaksana inisiatif-inisiatif di bawah Pelan Tindakan Strategik Perlindungan Pengguna ASEAN 2025. Di antara pencapaian yang telah dicapai termasuk pembangunan rangka kerja bagi kerjasama rentas sempadan, pemeraksanaan pengguna, pembangunan kapasiti dengan penglibatan rakan pembangunan ACCP, dan yang terkini, *Report on Dispute Resolution in ASEAN and the Guidelines on Consumer Impact Assessment*.
3. Walaupun ACCP telah berhasil merekodkan beberapa pencapaian, beliau menekankan kepentingan bagi ACCP untuk menjadi lebih responsif dan inovatif berikutan

perkembangan landskap digitalisasi dan transaksi rentas sempna yang kian berkembang. Beliau seterusnya merakamkan ucapan terima kasih kepada Yang Mulia Awang Loke Shiu Meng, Penolong Ketua Eksekutif Suruhanjaya Persaingan dan Pengguna Singapura (CCCS) selaku Pengerusi ACCP atas dedikasi dan sumbangan berharga dalam mengetuai mesyuarat ke arah mencapai hasil yang bermakna dalam memajukan agenda perlindungan pengguna di rantau ASEAN. Rakaman penghargaan juga diberikan kepada rakan pembangunan ACCP di atas sokongan bagi perkembangan ACCP melalui pelaksanaan aktiviti-aktiviti perlindungan pengguna di bawah *ASEAN-UK Economic Integration Program*, *AANZFTA Consumer Affairs Program* dan *the GIZ PROTECT 2*.

4. YM Pemangku Setiausaha Tetap (Ekonomi, Perdagangan dan Industri) menggalakkan perwakilan bagi memberi sokongan dan mengambil bahagian secara aktif dalam perbincangan yang akan diadakan dengan meneroka tindakan-tindakan inovatif ke arah menjana persekitaran pengguna yang wajar di rantau ASEAN. Beliau berharap bagi mesyuarat yang produktif di Brunei Darussalam dan akan dapat mencapai sasaran yang diharapkan, termasuk perbincangan yang bermanfaat mengenai Pelan Tindakan Perlindungan Pengguna pasca 2025.
5. Majlis jamuan makan tengahari telah dihadiri oleh pegawai-pegawai kanan dari agensi perlindungan pengguna dari negara-negara anggota ASEAN, wakil dari Sekretariat ASEAN, Timor-Leste sebagai pemerhati, serta rakan pembangunan ACCP. Majlis tersebut dianjurkan oleh Jabatan Perancangan Ekonomi dan Statistik di Kementerian Kewangan dan Ekonomi.

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Jabatan Perancangan Ekonomi dan Statistik  
Kementerian Kewangan dan Ekonom



**PRESS RELEASE**  
**DEPARTMENT OF ECONOMIC PLANNING AND STATISTICS**  
**MINISTRY OF FINANCE AND ECONOMY**

***A firm and pragmatic approach to advancing the consumer protection agenda  
within ASEAN***

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Date: 21 May 2024

1. YM Awang Mohammad Harris Bin Brigadier Jeneral (Rtd) Dato Paduka Haji Ibrahim, Acting Permanent Secretary (Economy, Trade and Industry) at the Ministry of Finance and Economy, emphasized the importance of adopting a firm and pragmatic approach to advancing the Consumer Protection agenda within ASEAN. He stressed the need to strategize the way forward post-2025, in order to ensure that consumers are more empowered with increased rights to safety and choice, as well as provided with accurate information in order to make informed decisions, and be given the right to be heard. He conveyed these critical points during his address before the welcoming lunch organized for delegates attending the 28th Meeting of the ASEAN Committee on Consumer Protection (ACCP) and related meetings.
2. Furthermore, he acknowledged that the ACCP has made significant progress over the years in implementing the ASEAN Strategic Action Plan for Consumer Protection (ASAPCP) 2025. Noteworthy achievements include the development of frameworks for cross-border cooperation, consumer empowerment, capacity building activities with increased engagement from development partners, and more recently, Report on Dispute Resolution in ASEAN and the Guidelines on Consumer Impact Assessment.
3. Nevertheless, despite these achievements, he stressed the importance of ACCP being more adaptive and innovative given the ever-evolving landscape of digitalization and cross-border transactions. He also extended his gratitude to the Chair of the ACCP, Mr. Loke Shiu Meng, Assistant Chief Executive of the Competition and Consumer Commission

of Singapore (CCCS), for his dedication and valuable contributions in leading the Meeting towards making significant milestones in advancing consumer protection across the ASEAN region. Similar appreciation was given to the ACCP dialogue partners for their support to helping ACCP grow through the continuous implementation of consumer protection activities under the ASEAN-UK Economic Integration Program, AANZFTA Consumer Affairs Program and the GIZ PROTECT 2.

4. YM Acting Permanent Secretary (Economy, Trade and Industry) encouraged everyone to give support and actively participate in meaningful discussions to exploring innovative actions to advance a fair consumer environment across the ASEAN region. It is hoped that delegates will have a productive and meaningful meeting here in Brunei Darussalam and will be able to achieve a number of deliverables by the end of the Meeting, including a fruitful brainstorming discussion for the post-2025 Consumer Protection Action Plan.
  
5. Senior officials from ASEAN member states' consumer protection agencies, along with representatives from the ASEAN Secretariat, Timor-Leste as observers, and ACCP's development partners, attended the welcoming luncheon. The luncheon is hosted by the Department of Economic Planning and Statistics, Ministry of Finance and Economy.

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Department of Economic Planning and Statistics  
Ministry of Finance and Economy