

ASEAN Committee on Consumer Protection launches Online Consumer Complaints Function

JAKARTA, 28 June 2022 - As ASEAN increases its engagement in cross-border business-to-consumer trade, maintaining consumer confidence has become even more critical to the ASEAN regional economy. As a response, the ASEAN Committee on Consumer Protection (ACCP) has developed the ASEAN Online Consumer Complaint Function to address consumer cross-border disputes involving the purchase of products from businesses in ASEAN Member States.

Launched at the 3rd ASEAN Consumer Protection Conference on 28 June, the Online Consumer Complaint Function aims to enhance consumers' confidence, trust in e-Commerce and access to redress in ASEAN, in an easy and transparent manner.

The Online Consumer Complaints Function is one of the first steps towards developing the ASEAN Online Dispute Resolution Network, which aims to be developed by 2025, and is consistent with the deliverables of the ASEAN Strategic Action Plan for Consumer Protection 2025.

Complaints filed through the website can be made by individual consumers, collectively or by representation of a consumer organisation/association. Consumers will be able to track the progress of their complaint from when the feedback was lodged and received by the ACCP Focal Points, until it is resolved, through the issuance of a tracking number by the system.

All complaints including the supporting documents will be confidential. Each complaint is expected to be processed within 30 working days, subject to possible extensions.

To file a consumer complaint, click [here](#).

For more information on ASEAN's work on consumer protection, please visit the ACCP website: www.aseanconsumer.org.