

Consumer Advisory Services in Thailand
Analysis and Assessment

Report

Bangkok & Chiang Mai

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**Consumer Advisory Services in Thailand
Analysis and Assessment**

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Abstract

The study gives an overview about the consumer advisory situation in Thailand. It shall draw the attention to consumer awareness promotion as a factor for increasing the competitiveness of the Thai industry. Furthermore it aims at determining areas of interventions in the framework of the Thai-German Programme for Enterprise Competitiveness.

The report identifies main players and factors, and provides an analysis with recommendations, with a focus on eco-efficiency related issues, like e.g. environmental friendliness, energy saving principles and sustainable use of resources.

With the introduction of Thai exports to world markets, starting about 20 years ago, the standard of products had to improve from its previous quality to a level needed for export. This influenced domestic customers and consumer-related NGO's to increasingly lobby the government and industry for improved policies regarding product quality, awareness, advisory and consumer protection. Today consumer rights are a fixture of the constitution of 1997 and have become citizen rights.

The study shows the potential of establishing a high level of consumer awareness in Thailand, and gives guidance for possible approaches to increase consumer awareness.

Acronyms (Database of Abbreviations)

Abbreviation	Full Name/Expression
UCL	Union For Civil Liberties
BMZ	Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung
GTZ	German Technical Cooperation
SME	Small and medium-sized enterprise
NGO	Non-governmental organization
GO	Governmental organization
FDA	Food and Drug Administration (Office)
ACFS	Agricultural Commodity and Food Standards
PEC	Thai-German Programme for Enterprise Competitiveness
SEA-C.R.	Southeast Asia Consult & Resource Company Limited
FTI	Federation of Thai Industries
TOR	Terms Of Reference
GDP	Gross Domestic Product
GMOs	Genetically Modified Organisms
CCPN	Coordinating Committee for Primary Health Care of Thai NGOs
EGAT	Electricity Generating Authority of Thailand
CI	Consumers International
FFC	Foundation for Consumers
CAC	Codex Alimentarius Commission
ANFN	Asia Pacific Network for Food and Nutrition
TWG-PARF	Thematic Working Group on Poverty Alleviation, Rural Development and Food Security

FAO-RAP	Food and Agriculture Organization of the United Nations – Regional Office for Asia and the Pacific
INMU	Institute of Nutrition, Mahidol University
SFI	Safe Food International
IACFO	International Association of Consumer Food Organizations
ICPEN	International Consumer Protection and Enforcement Network
ACFS	National Bureau of Agricultural Commodity and Food Standards
EU	European Union
UNCTAD	UN Conference on Trade and Development
HACCP	Hazard Analysis and Critical Control Point
OAS	Organic Agriculture Standards
ISO	International Organization for Standardization
CAIN	Campaign for Alternative Industry Network
CED	Consumer's Experiences Development Organization
DSC/TFF	Development Support Consortium/ Thai Fund Foundation
NCWT	National Council of Women of Thailand

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1. Background information

The aim of the current Thai-German Programme for Enterprise Competitiveness (PEC) is to enhance the competitiveness of small and medium-sized enterprises (SMEs). Some of the programme's projects and interventions cover product quality, standardisation, certification for food safety, and environmentally sound production.

Consumer advisory had been identified as one of the important sectors of the "business enabling environment" and as an element of competitiveness, and thus as a field for PEC's interventions.

This study was commissioned as an initial overview and status quo description of the consumer awareness, advisory and protection environment in Thailand. Besides outlining main players and factors, the report provides a short analysis with recommendations to initiate potential cooperation between all players involved to create a link between eco-efficiency and consumer awareness, advisory and protection. The focus is the relationship between consumers (as a market power) and the role, which consumer advisory and protection services can play for guiding towards (socially and environmentally) responsible entrepreneurship.

Information for this report was compiled from secondary and primary data-sources on the internet, Chiang Mai University libraries, telephone interviews in general and person-to-person semi-structured interviews with representatives of relevant organizations / institutions.

2. Recent developments in Thai consumer awareness, advisory and protection

The issue of consumer rights in Thailand has undergone a profound process of change over the last two decades. This process was in the beginning market-driven, related to export policies of the country and extraneous to Thai consumer awareness. However, the issue of awareness, i.e. initially product quality awareness, was soon picked up by the private sector and civil society then slowly extended to issues of consumer advisory, protection and services, respectively. This latter process is still on-going.

Recent history: Starting from about 1984/85, the opening of the Thai economy towards world-trade generated an economic boom with an average 9% GDP growth over the following decade. Driven by exports, the issues of product quality and standards became a focal point of government industry extension services and public education. To increase quality in products through applying standards was soon an economic necessity for export, but not necessarily for the internal market.

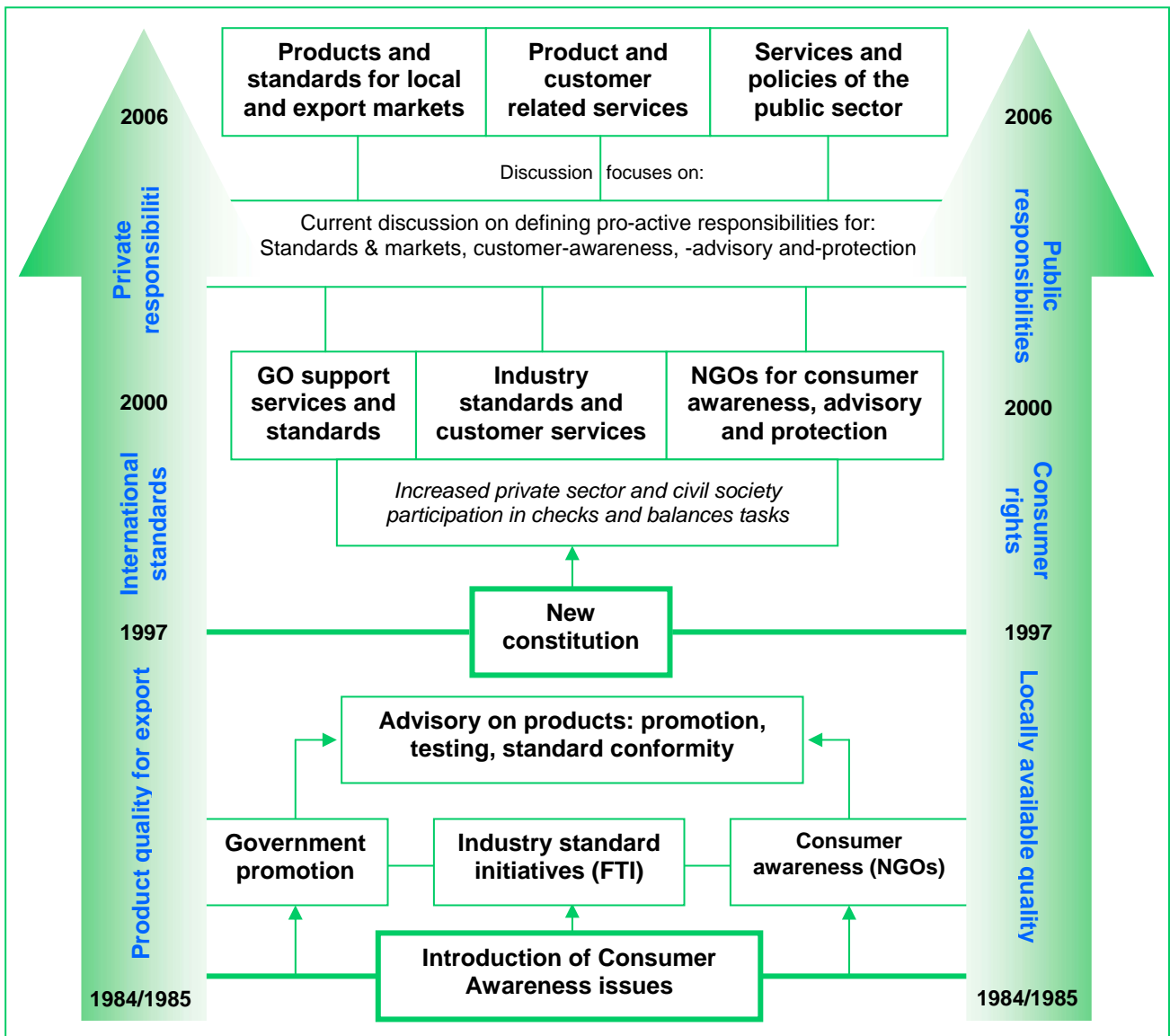
Until the mid-nineties it was still common to promote products for the internal market with export-quality labels, as opposed to Thai-standard products, i.e., low quality and unreliable products. This discrepancy in available consumer goods introduced the issue of consumer awareness – and to a much lesser extent consumer rights – to a wider public.

In addition, increased affluence of the economy created a construction boom and a dramatic increase in road traffic, especially in the capital. The resulting profound changes in the city's

living environment – accompanied and highlighted by numerous building collapses due to sub-standard construction – introduced the aspect of ‘quality of life’ to consumer awareness.

By the mid-nineties, numerous industrial and civil society organizations had sprung up to support the governmental drive towards better standards and product quality. The focus was, however, mainly product advisory and did not include customer advisory or advocacy. Consumers were given independent information on which products complied with what quality standards in roughly three categories, i.e. export quality, Thai excellence product and low-quality product. However, once a product was purchased, a consumer had only very limited advisory or protection options. This general situation changed only with the arrival of the constitution of 1997, providing a changed and extended legal basis for consumer rights.

Graph 1: Recent development of consumer issues in Thailand



With the constitution of 1997 (2540) in place, the growing civil society movement of Thailand obtained a tool to actively participate in consumer advisory and protection. Based on their new and expressly mentioned participatory status in the country’s development, private individuals soon turned first to consumer advisory, and then consumer protection services

organized as NGOs. Consumer awareness on products was now extended to awareness on consumer rights and increasingly included customer services offered by the market.

The activities of consumer organizations did not end at the private consumer market, but also increasingly addressed public sector activities (e.g. recent privatization policies) and has become an issue of law-suits by consumer protection NGOs. The aim is to use the constitutional tool of administrative court to help clarifying depth and extent of consumer protection in Thailand.

3. Consumer awareness-, protection- and advisory- organizations

3.1 The government sector (GOs)

The oldest GO concerning consumer protection is the *Ministry of Economics*, initially installed in 1922 (2465) with – among others – the express purpose of caring for the consumers' interest. It was followed by the *Office for Food Quality and Safety* of the Ministry of Health established in 1979 (2522). The role of these institutions was largely passive and in case of conflicts with consumers, largely pro-industry in its rulings in line with the tradition of the top-down manner of public administration.

With the increasing importance of exports and acknowledging the need for change in light of the new constitution a number of new offices were added. In 1974 (2517) the Ministry of Health established the *Food and Drug Administration Office* (FDA) to control, regulate and oversee food quality standards and industry compliance, and then in 2001 (2544) the *Fund for the Improvement of National Health*.

The *Office for Industrial Product Standards* of the Ministry of Industry and the *National Bureau of Agricultural Commodity and Food Standards* (ACFS) of the Ministry of Agriculture were established in 1969 and 2002 (2512 and 2545), respectively. In addition other GOs of a number of ministries were assigned parallel responsibilities for standard development and implementation at about the same time.

In general it can be said that the number of GOs and their overlapping responsibilities, that are directly and indirectly concerned with production, product or consumer related awareness, advisory and protection is too large to be efficient. Infighting between ministries, ministry departments or offices often hinders an effective administration. While the government structure is, thus, limited in its policy range and implementation potential, it still retains legal control over these issues. This is different to Europe, where, for example, the Eurep-GAP (Standards for Good Agricultural Practices) was developed and implemented by the private sector with government support.

The focus of GOs is mainly on supplying standards to increase export opportunities for local producers. In instances where the mandate of GOs concerns consumer protection and welfare directly, pro-active policies are in place and applied. However, institutions within the administrative chain that follows up consumer claims are known to react too slowly and often in favor of the government or the industry and the economic status quo.

For example, starting in about the mid-eighties, the public has complained about sub-standard school-meals and nutrition, especially on the compulsory education level. As the

lucrative contracts to supply nutrition to school-children are individually negotiated on a local level, the only means of consumer protection would have been a strictly enforced nation-wide standard and system of quality monitoring and control. Although the situation has improved, reliability and enforcement is so low, that most initiatives of quality control are not led by the government, but by concerned parents.

3.2 The private sector (NGOs)

3.2.1 Industry based

The industry's foremost interest is in standards and standard compliance. The Federation of Thai Industries (FTI) actively supports all industry associations concerned with product quality and safety. Such associations are widespread and not specific to any sector. Their main purpose is lobbying and through cooperation with GOs, standard definition and implementation.

Issues of consumer awareness, advisory and protection are of only indirect concern, as they partake in various forms in outlining standards. Only after the standards become legally binding through a legislative act of the administration, are they used for consumer protection. There are no pro-active organizations that represent the consumers' interest.

Although a considerable number of companies make efforts to achieve standards under eco-labels, the average consumer awareness is – as yet – not strong enough to make product compliance with a standard a decisive sales argument. The wholesale sector as represented by big supermarket chains is – although inclined and sometimes pro-active – little motivated to apply the environmental product standards their outlets use in Europe. This situation differs within the industrial estate service sector, where environmentally-friendly or -conscious production facilities are a sales argument to attract investors and are paying off.

3.2.2 NGO (consumer) based

Consumer based organizations are plentiful in Thailand and – concerning products – cover everything from faulty refrigerators to organic agriculture and GMOs. Organizations concerning themselves with services of the market are harder to find. For example the recent (2005/6) demonstrations of customers, dissatisfied with replacement services of car manufacturers were all based on personal initiative.

While the activities of pro-active/precautionary consumer services are quite limited, , however, direct consumer protection is gaining more and more importance, and shows up in law-suits and public demonstrations demanding for consumer-rights. Thus, the definition of consumer-rights has largely become the focus of NGO work over recent years.

With this approach and focus, NGOs are currently the frontline of consumer protection. By taking issues of consumer protection and advisory onto the level of consumer rights a movement is forming to firmly link legislative with judicative structures and extend them to administrative responsibility and liability. Achieving legal victories on this level provides the issues of consumer awareness, protection and advisory with 'teeth', and forces the hand of the government to correct the situation in favor of the consumer.

4. Overall description of the working structure

One of the initial tasks of the secondary data research team was to paint an initial picture on the issue of consumer awareness, advisory and protection after a short research program on the internet and in the local library at Chiang Mai University. The team was asked to comment on 4 topics in general terms: cooperation, information management, public image and activities for three issues, namely *consumer awareness*, *advisory and protection*, and *networking*. The result is as follows:

Table 1: Structural weaknesses of consumer related working structures

Topic	Concerning issue / organization
	Consumer awareness
Cooperation	<ul style="list-style-type: none"> • Most organizations are extensions of government policies vs. consumer interest • Most organizations are young/recently established • Lack of coordinated/concerted effects in consumer awareness between public and private sector
Information Management	<ul style="list-style-type: none"> • No distinction between organizations raising awareness and consumer advisory and protection agencies • Information not up-to-date • Limited information-distribution channels • Not yet information on consumer impacts • Difficult to access information on specific projects • Most organizations lack offices = mostly virtual offices • Consumer awareness is limited priorities in Thai organizations concerning customers protection/advisory
Public Image	<ul style="list-style-type: none"> • Limited public presence of consumption related issues in consumers' mind • Lack of affluence of consumers to consider consumer awareness important • Lack of service-related consumer awareness
Activities	<ul style="list-style-type: none"> • Most projects do not follow through with their objectives (= topics often appear like fashion fads, or buzz-words) • Limited budget for follow-ups on awareness issues • Limited number of Thai organizations on consumer awareness • Limited consumer education related programs • Too many GOs focus on health/food/environment • Limited participation of the public
	Consumer advisory/protection
Cooperation	<ul style="list-style-type: none"> • One dominant organization (FFC) • Consumer advisory and protection activities/strategies hindered by rules and regulations/laws • Lacking standards for consumer advisory and protection itself
Information Management	<ul style="list-style-type: none"> • Many/mostly small (staff-wise) organizations • Too few topics covered by too many organizations • Focus on few main issues with little diversification • Costs for consumer advisory and protection agency-services rest with consumer
Public Image	<ul style="list-style-type: none"> • Low level of knowledge concerning consumer rights and consumer advisory and protection with general public • Consumer advisory and protection is not an established fixture of society, the concept is largely unknown • Consumer advisory and protection has a low public profile • Little public acceptance of existing consumer advisory and protection activities

Activities	<ul style="list-style-type: none"> • Few projects to promote consumer protection • Isolated and non-holistic approach • Consumer protection is rarely going from a problem definition to a problem solution • Often very bureaucratic approach in consumer protection consultancy • Most activities do not tackle problems at the roots • Equal focus on consumer and service protection • Lacking involvement of business focus in consumer advisory and protection • Strong strategic top-down approach concerning topics of consumer advisory and protection
Consumer related networks and interfaces	
Cooperation	<ul style="list-style-type: none"> • Almost no cooperation between GOs and NGOs • Very limited networking • International NGO cooperation almost solely through one big international Organization • No direct cooperation between Thai and foreign Organizations • Only few Thai organizations are members of international networks • ASEAN wide networking and cooperation in its infancy • Cooperation with international organizations difficult, limited in scope and time consuming
Information Management	<ul style="list-style-type: none"> • Limited range of international topics (food, health) • Poor Information design • Printed information only distributed to members • Restricted information access on network level (need codes etc.) • Very limited presence on TV and outside prime time • Lack of public relations on consumer related activities • Field offices restricted to larger provinces only
Public Image	<ul style="list-style-type: none"> • International cooperation and networks on consumer issues virtually unknown to public
Activities	<ul style="list-style-type: none"> • Networking topics are international policy related instead of oriented towards local problems • Organization / diversification gap between international and local networks • Limited participation of local organizations in international activities • Activities focus on problem / issue identification but not on pro-active problem solving through projects / solutions on international level

Three stakeholders are involved in consumer issues

Analyzing mandates of the target group organizations and existing trends in cooperation, it is possible to describe the overall working structure in generalized terms as follows:

a. The government and its administration

The government, i.e. administration, sees itself as the only legal representative and owner of consumer related issues. Standard means of communication is top down. Achievements in cooperation with other stakeholders have been made recently (see below)

b. The industry

The industry sees their main and only links with consumer issues in standards and quality control. They are generally spoken not active in consumer advisory and protection. Through ad-campaigns they participate in consumer awareness if it benefits their products. They are traditionally a close ally of the administration, which, in case of conflicts with consumers, often – but not principally – rules and decides in their favor.

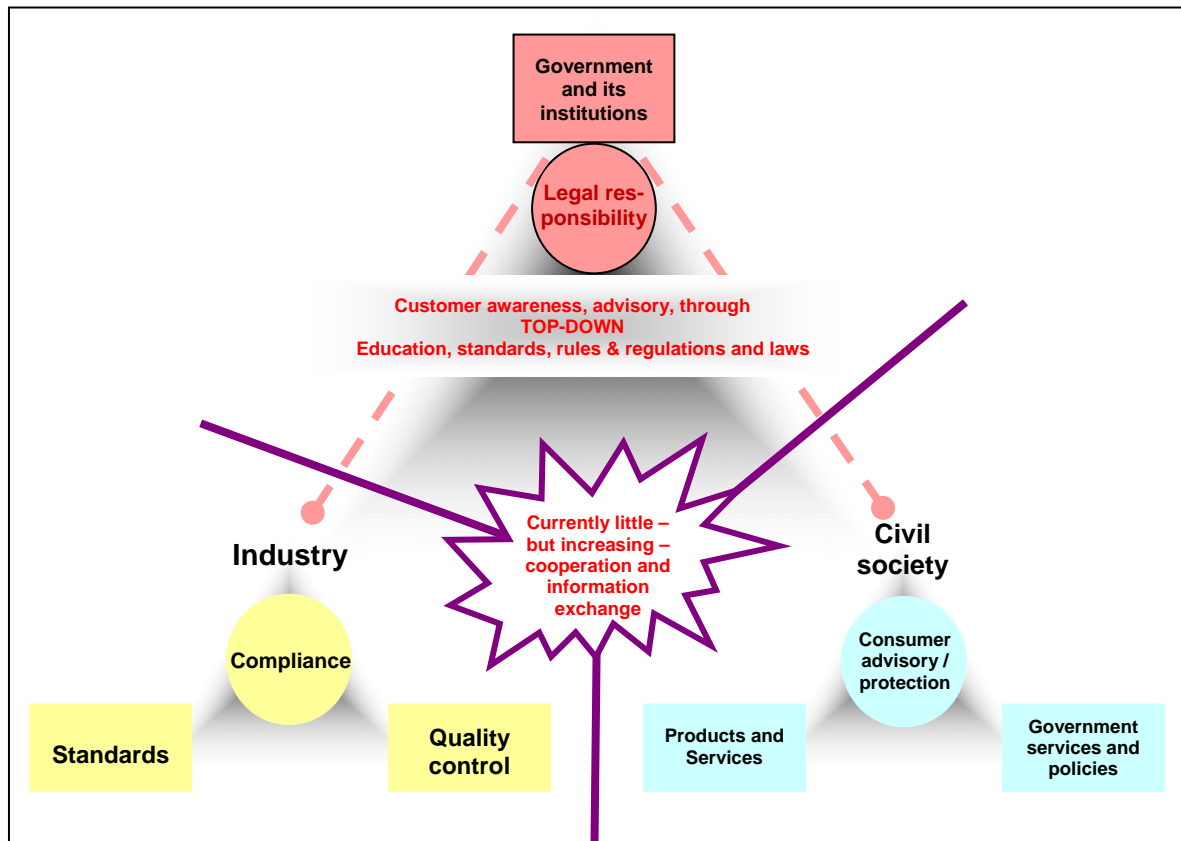
c. Civil society

Civil society focuses not only on the market, but also on the administration. The former is mainly scrutinized for products and related services, while the latter is pro-actively criticized for their civil services and existing government policies.

Communication and cooperation

Communication and cooperation between the three stakeholders are minimal. Often, the administration insists on their legal prerogatives and initiates cooperation top-down. The industry sector in most instances up-holds market prerogatives over consumer rights. Civil society achieves at least a relatively high degree of communication through informal channels with government and industry, as well as a high profile public image.

Graph 2: Overall description of working structure



Dynamics of consumer protection

The stakeholder with currently the largest momentum in consumer protection is civil society. The focus extension of civil society advocated customer issues to government and its services is the most visible difference to consumer protection in Europe. Ownership of government services is perceived to be with the electorate and the government is the service provider. *Recent successful cooperation with government agencies in taking government services and policies to court shows an increasing acceptance of this perspective by civil servants.*

The momentum of civil society has achieved an extension of the consumer protection discussion towards:

- ❖ Citizen rights
- ❖ Rights to information and appropriate information dissemination
- ❖ Rights of citizens to express dissatisfaction with products, services and conducts

Informal success

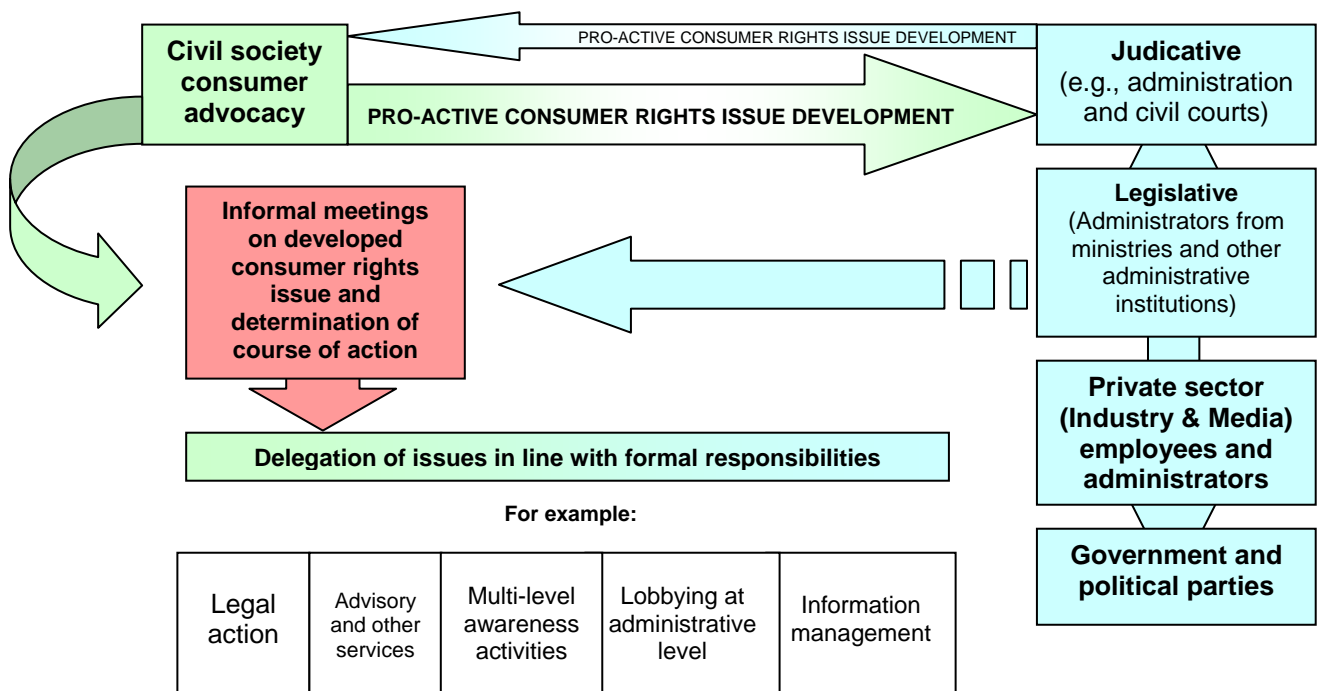
There are a number of well-performing informal mechanisms. They are based on the traditional Thai structure of Kreua Yad (family networking), Kreua Khai (networking and lobbying) and in general consensual decision-making and support among equally minded people across social or political divides. A very important aspect of this informal networking is the political like-mindedness on civil society issues as expressed in the constitution of 1997, as well as its *discreetness* in operation.

The one major issue in consumer rights during the first half of 2006 has been the successful court-case of the civil society against privatization of the Electricity Generating Authority of Thailand (EGAT). Informal networking by the Federation of Consumers with other stakeholders was the key-factor of the strategy’s success. The slowly increasing informal networking between all stakeholders indicates that political emancipation of consumers through informal channels is an important factor in actually achieving change. Informal networking as a management principle is considered to be the most valuable asset for change on all levels of Thai society.

5. Networks, interfaces and international cooperation

5.1 National networks

The only network of national importance in Thailand is the Foundation for Consumers (FFC). The foundation acts like an umbrella organization and an information exchange board of the consumer issue related NGOs. They have strong informal contacts to the government sector and can act as mediator in the formal and informal process of delegating consumer issues to pro-active responsible bodies.



Graph 3: Example of informal networking structure

5.2 Interfaces

Thailand offers a variety of interfaces to bring consumer related issues to public attention. Circulation, i.e. consumers reached, varies considerably, also due to the media used. Some NGOs, i.e., the Foundation for Consumers (FFC) and the Consumers' Protection Association of Thailand, have a high public profile and their leaders are acknowledged and respected for their perseverance throughout Thailand.

5.3 International networks

➤ Consumers International

The most important international consumer protection agency is *Consumers International (CI)*. *CI* is a worldwide federation of consumer organizations and supports, links and represents

consumer groups and agencies all over the world. It has more than two hundred and thirty member organizations in one hundred and thirteen countries.

Consumers International has an Asia Pacific Office. Thailand's GO *Consumer Protection Board of Thailand* and the NGOs *Foundation for Consumers (FFC)* and *National Council of Women in Thailand* are members of *CI*. In most campaigns the *Foundation for Consumers* was the main local partner for *CI*.

Campaign/activity examples:

- Anti-GM Food campaign to accompany the Second FAO/WHO Global Forum of Food Safety Regulators in Bangkok in 2004
- Pre-packaged food programme by the Asia Pacific Office
- Major consumer education programme with webpage by the Asia Pacific Office

➤ International Network of Health Promotion Foundations

The *Thai Health Promotion Foundation* is a member. No active cooperation or participation is reported in secondary sources.

➤ United Nations

Codex Alimentarius Commission (CAC)

CAC was established by the *Food and Agriculture Organization* and the *World Health Organization*. The main purposes of this programme are protecting the health of consumers and ensuring fair trade

Table 2: Consumer International link with Thailand

Consumers International	
Thai Government Organizations: <ul style="list-style-type: none"> • Consumer Protection Board of Thailand 	Thai Non-Government Organizations: <ul style="list-style-type: none"> • Foundation for consumers • National council of Women in Thailand

Table 3: Codex Alimentarius link with Thailand

Codex Alimentarius Commission	
Thai Government Organizations: <ul style="list-style-type: none"> • Office of Commodity and System Standards • National Bureau of Agricultural Commodity and Food Standard 	International Non-Government Organizations have observer status, for example: <ul style="list-style-type: none"> • Consumers International

practices in the food trade, as well as promoting coordination of all food standards work undertaken by international governmental and non-governmental organizations. Thailand is represented in the CAC by the Office of Commodity and System Standards, National Bureau of Agricultural Commodity and Food Standard, Ministry of Agriculture and Cooperatives. NGOs can obtain an observer status.

The following UN Agencies are concerned with consumer protection:

Table 4: UN Agencies and consumer protection

UN Agency	Subdivisions, programs, concerns etc.
FAO, Food and Agriculture Organization of Thailand	<ul style="list-style-type: none"> Regional Office for Asia and the Pacific, Agriculture, Nutrition and Consumer Protection Division Agriculture 21, Agriculture, Biosecurity, Nutrition and Consumer Protection Department Asia Pacific Network on Food and Nutrition (ANFN) UN System Network on rural development and food security Capacity Building in Biosafety of GM crops in Asia Project (FAO-RAP) Thematic Working Group on Poverty Alleviation and Food Security (TWG-PARF), chaired by FAO and is co-chaired by ILO, UNDP and ESCAP (FAO works together with the INMU, Institute of Nutrition of the Mahidol University)
WHO, World Health Organization, Thailand	<ul style="list-style-type: none"> The Framework Convention on Tobacco control Thailand's <i>Action on Smoking & Health Foundation</i> is a member
UNIDO, UN Industrial Development Organization	<ul style="list-style-type: none"> Is also concerned with food safety, they provide producers and processors with information on food safety Regional Network on Pesticides for Asia and the Pacific
UNEP, UN Environmental Protection	<ul style="list-style-type: none"> concerned with sustainable consumption

5.4 International Cooperation and Conferences

Direct cooperation by Thai organizations with organizations from other countries is rare. If there is any kind of cooperation, it is more likely that it is conducted either through *Consumers International* or there is some kind of cooperation on a regional level, for example a Southeast Asian Conference of Consumer Protection, and European or American organizations assist with advice.

Example of cooperation:

Consumers and E-commerce, CI Asia Pacific Office, with support by the European Union Asia IT&C Programme (European Community initiative designed to promote mutual benefits and understanding in information technology and communication between EU and Asia).

Table 5: Consumer related conferences

Southeast Asian Consumer Conferences
Regional Expert Consultation of the Asia-Pacific Network for Food and Nutrition on Nutrition Orientation to Food Production, Bangkok, Thailand, 14-17 Nov 2006
Southeast Asian Conference on Consumer Protection Kuala Lumpur, Malaysia, 28-29.Nov. 2005 To enhance Consumer Protection in ASEAN Free Trade Area

Asian Conference on Millennium Development Goals and the Consumer Movement Kuala Lumpur, Malaysia, 23. Aug 2005 Organized by Consumers International Asia Pacific Office (CI ROAP) and UN Conference on Trade and Development (UNCTAD)
Asian Countries Sub-Regional workshop on "Improving the Quality and Safety of Fresh Fruit and Vegetables: A Practical Approach" 28 February - 04 March 2005, Bangkok, Thailand.
Second FAO/WHO Global Forum of Food Safety Regulators Bangkok, Thailand, 12-14 October 2004 Building effective food safety systems
ISO/COPOLCO/DEVCO Regional Seminar: Making an impact – Consumer representation in standards-setting Bangkok, 8 September 2003

6. Eco-labels

6.1 Eco-quality for raising competitiveness

In Thailand environmentally friendly products can raise competitiveness to a limited extent only. Such products rather represent a market-niche with – however – rapidly increasing potential for growth. The expansion will need a strong increase in consumer awareness. This situation might be due to the fact that the main dynamics of consumer awareness can currently be observed in issues of consumer rights, rather than environmental product quality.

For the export market, eco-labeling can become an important issue if demand from abroad for certified eco-labels is increased. However, certification problems persist due to inefficient and ineffective administration and enforcement structures, which will continue to be an issue in the near future.

6.2 Eco-labeling

Eco-labels are an example of how enforcement, information management and activities of the administration are – as yet – insufficient to take advantage of eco-label concepts as such:

Table 6: Weaknesses of eco-labeling in Thailand

Topic	Eco-labeling
Cooperation / coordination / enforcement	<ul style="list-style-type: none"> • Lack of government and private cooperation • Lack of controlling standard • Lack of evaluation unit • Eco-labels are overlapping in function • No investigation unit to inspect fake eco-labels. • Several marks don't qualify for international level standard • Only leading organization and large factories reach the standard of the eco-labels • SMEs often can not achieve standards of labels, thus limited sustainability • No monitoring of production process development/changes after introduction of eco-labels
Information Management	<ul style="list-style-type: none"> • Optically difficult positioning of the labels on the product • Unclear reference of eco-label type • Numerous eco-labels for the same issue/topic • Lack of Public Relations campaigning. • Consumers do not understand the labels • Consumers are too often not even aware of labels
Activities	<ul style="list-style-type: none"> • Lack of continuing the eco-labeling process • Lack of continuous campaigning

7. Analytical description of consumer protection in Thailand and recommendations

7.1 different objectives

All three players in consumer awareness, advisory and protection have different objectives in their outlook towards consumers. The industry, which so far is least engaged in consumer protection, is mostly interested in production standards that open additional markets. In line with such standard development, a considerable number of privately operated certifying bodies have sprung up in the industry service sector.

Government organizations are foremost concerned with establishing consumer issues based on and through the top-down administrative structure, so far often neglecting potential public/private cooperation to advance consumer awareness, advisory and protection; although there are some note-worthy exemptions if it comes to smoking, drinking and other health issues.

Non-government organizations on the other hand, are currently trying to bring in a new perspective on consumer issues, i.e., to establish consumer rights as citizen rights in practice. This objective is mostly achieved out of opposition towards existing decision-making structures and in line with the mandate handed to civil society by the new constitution as part of a system of checks and balances. NGO activities are based on the assumption that binding and enforced legal structures are a better way to protect consumer issues in a top-down society.

Strengths and opportunities of Thai consumer organizations	
Tools used commonly: Administration, public campaigns, mass-media, informal and formal networks, administrative and constitutional courts	Industry sector
	Overall
	Government sector
	NGOs

Due to these dissimilar objectives and concepts in implementation, all three stakeholders are in need of a different type of consumer awareness and advisory. Intra-organizational

promotion of consumer issues helps to increase efficiency and effectiveness, and to better devise related public strategies and policies with other stakeholders. Combined with and enhanced by already existing informal networks - cooperation synergies can be created.

The government and industry sectors will probably have to create more awareness internally that consumer issues concern consumer rights and – looking past the consumer – are a fundamental political issue. NGOs will have to accept internally that – even if political consensus is achieved – the practical implementation of consumer rights remains the main challenge over political considerations. The industry ought to become more aware that the local satisfied customer acts as an extended market, where products and services in line with consumer rights can open new export opportunities.

Advisory services of all stakeholders should increase their aspect of cross-sector cooperation. As Thailand has shown over the last 10 years with a consistent effort in reducing the number of smokers, once a consensus is reached and a common goal identified, cooperation and implementation can be very successful. The anti-smoking campaign exemplifies that basically all tools are in place to promote consumer issues successfully. With outside mediation and facilitation introduced to consumer issue development and cooperation, this success story can be extended to new goals with relative ease and based on precedence.

7.2 International cooperation

A number of international and foreign organizations active in consumer protection and developing its standards might be interesting to join or cooperate with (see list below).

In general it can be said that in terms of cooperation the NGOs are currently most active and diversified, especially addressing issues of citizen rights, rights to information and appropriate information dissemination, as well as rights of citizens to express dissatisfaction with products, services and conducts. In international cooperation, GOs rather restrict themselves to topics suggested by the United Nations and its organizations, for example smoking, drinking, hazardous chemicals, etc.

Table 8: Selected Potential future international networking/cooperation partners

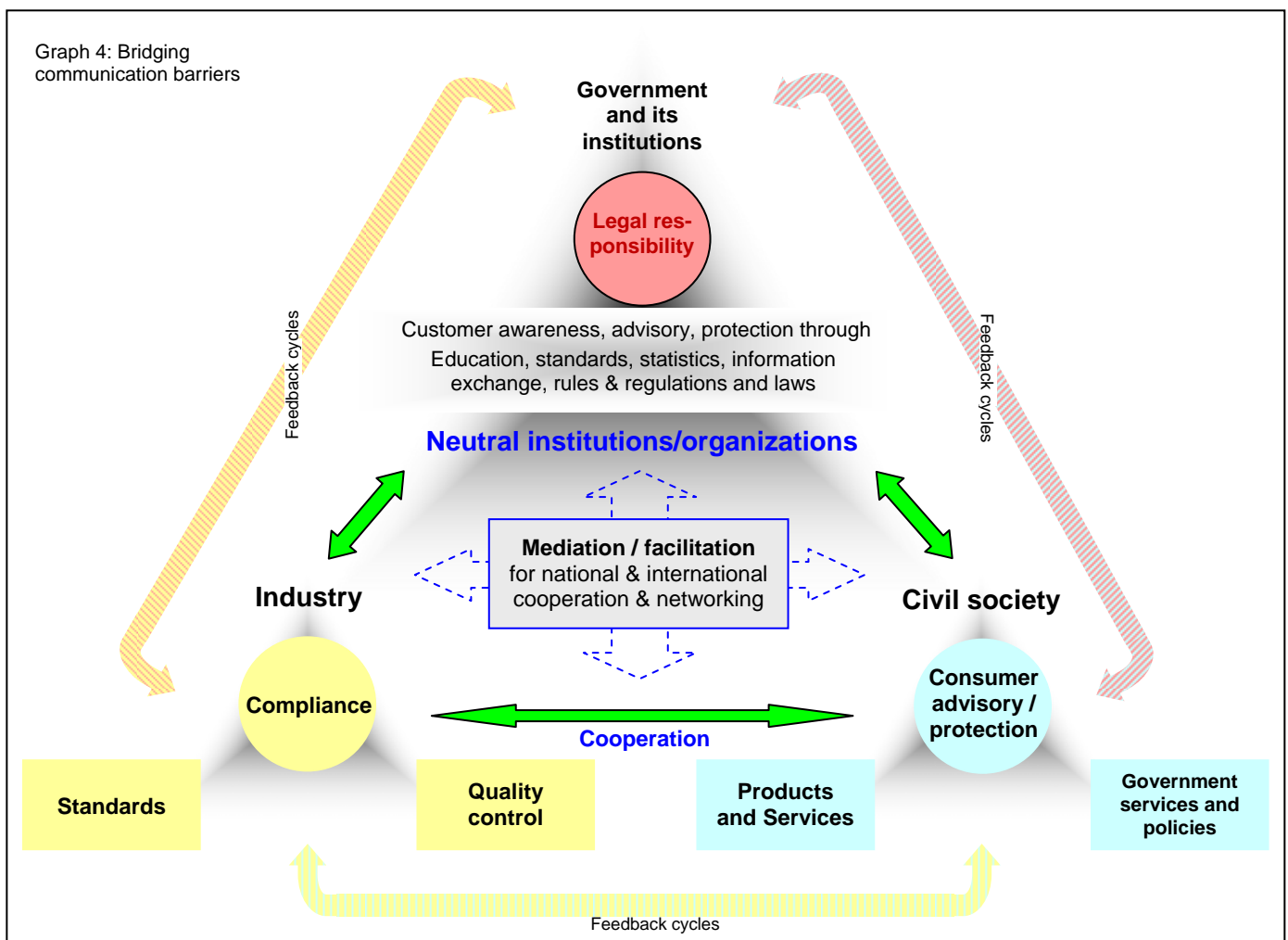
Organizations that might be interesting to join	Organizations that might be interesting for cooperation
International Consumer Product Health and Safety Organization	European Organizations: - BEUC - The European Consumers' Organization - European Research into Consumers Affairs - European Union Asia IT&C Programme
Safe Food International (SFI)	India's biggest consumer organization Consumer VOICE (Cooperation through CI)
International Association of Consumer Food Organizations (IACFO)	German consumer organizations (all members of CI): - Stiftung Warentest ((foundation for the testing of consumer goods) - Die Verbraucher Initiative e.V. (The consumers' initiative) - Verbraucherzentrale Bundesverband (Federal association of consumer centers)
International Consumer Protection and Enforcement Network (ICPEN)	

7.3 General recommendations

This report recommends continuing the topic of consumer protection from the following initial angles.

A. Information

- Continue with research on consumer issues, especially concerning the SME sector and its options / potential in conforming with current and future consumer demand
- Initiate a discussion / forum on how to lead from consumer protection to consumer rights to citizen rights
- Initiate a discussion / forum on how consumer rights can be transformed into workable tools satisfying all three players: the administration, the industry and civil society
- Step up PR efforts
- Increase information exchange with international bodies and foreign potential partner organizations.



B. Cooperation

- Identify a neutral body that is acceptable for all players to oversee cooperation and its results, for example the administrative court
- Try to create a steering committee on consumer issues consisting of members from the informal network
- Identify one common topic, that can unite all players into one vision, like in the past for example the anti-smoking campaign

- Increase membership with international and foreign organizations, especially regulation designing bodies or organizations
- Initiate the discussion for a single homepage on consumer issues that can be shared by every player

C. Potential strategy

All elements for a successful development of consumer awareness, advisory and protection are present: a strong civil society, an open-minded generation of administrators, an industry wanting to adapt to new standards and past successful cooperation through the formal and informal sector.

What is mainly missing are facilitation and mediation. By starting to break down existing communication barriers (see graph 2), it should be possible to unite the three players under a single vision (see graph 4). Participation of the informal network and of independent bodies, like courts and / or a steering committee with stakeholder parity will be instrumental. Linking Thai consumer issues with the international stage will increase the need for cooperation nationally. It might also be useful to include the insurance sector and link the coverage of their policies with environmental standard product compliance. A very dynamic win-win situation could evolve here between the insurance companies, GOs and NGOs.

Annex

1. Summative data-base

Table 1: Most prominent Thai GOs in consumer awareness/protection

Name	Main concerns/ Field of action	Involvement in Initiatives/ programs/ partnerships etc.	Established
<i>Ministry of Commerce</i>	Representing the consumer's interests	To control the price of Agricultural products and Farmers' income and to protect consumer's interest under Ministry's Law.	1922
<i>Consumer protection board of Thailand</i>	Consumer protection	To Issue standard measures on products, Publicize knowledge about consumer protection and to receive petitions from consumers.	Established by the Consumer Protection Act 1979.
<i>Thai Food and Drug Administration</i>	Food and drug control	Enforce the control of Food standards according to the law	evolving in 1974 from the Food and Drug Control Division
<i>Thai Health Promotion Foundation</i>	To propose measures for the improvement of the general health conditions of the country	To encourage good behavior, social conditions and a good environment that will lead to the improvement of Body and Mind, Life expansion and a good Quality of life.	Established 2001 by the Health Promotion Foundation Act, (outside the regular government bureaucracy.)
<i>National Bureau of Agricultural Commodity and Food Standards (ACFS)</i>	Standard development and certification in the food and agricultural sector	The central sector which issues the standards for Agricultural products, processed agricultural products and the Nations food. This sector is also responsible for negotiations concerning the development and improvement in the standards of agricultural products.	Established 2002 under Section 8F of the National Administration Act B.E. 2534
<i>Thai Industrial Standards Institute</i>	Product quality control	To issue standard measurements both at the National and International Level and to certify a Product's quality.	Established 1968 by the Ministry of Industry
<i>Ministry of Public Health</i>	Consumer health protection	To protect consumer's health and inspect health concern products.	1966
<i>Nutrition Association of Thailand</i>	Nutrition and Food education	To enhance and support Thai society in order to reach a good Nutritional standard.	Established 1965 by The Ministry of Public Health
<i>Institute of Nutrition,</i>	Consumer protection	To enhance National food and nutrition.	Established 1977 by the Mahidol University

Table 2: Most prominent Thai NGOs in consumer awareness/protection

Name	Main concerns/ Field of action	Involvement in Initiatives/ programs/ partnerships etc.	Established
<i>Green Net and Earth Net Foundation</i>	Organic Agriculture	To educate consumers about organic Farm products and promote it to reach the organic agricultural product standard.	Established 1993 by the Alternative Agriculture Network (1984)
<i>BIOTHAI</i>	Plant genetics	Campaign against GMO food and lobbying to pass the protection law for Thai Medical wisdom.	1995
<i>Consumers' protection association of Thailand</i>	Consumer protection	To product consumer's right and benefit in every aspects.	2002
<i>Foundation for Consumers (FFC)</i>	Consumer protection	To promote awareness among consumers for their rights and to make connections for consumers and organizations.	Established 1994 by the Coordinating Committee for Primary Health Care (CCPN)

<i>Thai Holistic Health Foundation</i>	Consumer health protection	To enhance knowledge and service management. Also, try to make connections for consumers in the big city to the producers in rural area.	Established 1996, emerging from Traditional Medicine for Self Reliance
<i>National Council of Women in Thailand</i>	Consumer protection with emphasis on women consumers	To exchange information with International consumer council organization.	1956

Table 3: Existing Thai eco-labels

Name	Main concerns	Objectives	Organizations and date of establishment
Q Mark	To certify qualified agricultural products and safe food.	To enhance - producers, traders and service providers to be more efficient	National Bureau of Agricultural Commodity and Food Standards (ACFS), 2003
 Clean Food Good Taste	Protect consumers to have clean and safe food	To propose clean and safe food for people	Ministry of Public Health, 1998
GMP	To promote clean and sanitary systems for food preparing units	To promote clean and standardized food producing processes to prevent food contamination	Thai Food and Drug Administration, Ministry of Public Health, 2002
HACCP	Dangerous food control systems to guarantee their production safety	To analyze, evaluate and control food producing processes to guarantee their safety	Thai Food and Drug Administration, Ministry of Public Health, 1997
ฉย. (Food and drug standard)	Protect consumers for medicine, food, cosmetic, drug, hazardous object and medical equipment	To protect people's health by promoting the consuming of only safe and healthy products	Thai Food and Drug Administration, Ministry of Public Health, 2006
 Green Label	Product certification	The advantage of the green label is to communicate with consumers that the product has been made, taking the environment. into consideration	Thai Industrial Standards Institute [TISI], in co-operation with the Thai Environment Institution [TEI], 1993
OAS Organic Agriculture Standards	Organic Agriculture Standards	The organic standards for crop production, processing and handling, and wild production.	Organic Agriculture Certification Thailand (ACT), 1999
ISO 9001: 2000	Administrative management system standard	To support the development of an organization to reach the highest standards in designing, producing, installing and providing services to final product testing	Thai Industrial Standards Institute [TISI], 1987
ISO 14001	Environmental management system standard	To help an organization evaluate its environmental management system and to prevent hazardous effects in the environment during the production process	Thai Industrial Standards Institute [TISI]
มอก.18001 (Industrial Standard)	Bio-sanitary management system standard for organization safety	To decrease accidents among employees and to improve business administration safety systems	Thai Industrial Standards Institute [TISI]

Objectives, eco-labels and product certification according to TISI:

- ❖ Consumers protection
- ❖ Environmental protection and natural resources preservation
- ❖ Industrial development to be competitive in the world market
- ❖ To ensure fair trade and eliminate trade barriers caused by standardization measures
- ❖ To certify standardized community product

					
Voluntary certification mark	Mandatory certification mark	Safety standards mark	Environmental standards mark	Voluntary certification mark	Mandatory certification mark

Table 4: Consumer related interfaces

Medium/Type of Interface	Name/ Initiated by	Main Concern	Where/When
TV-Shows	The Consumer Protection club of Thailand	To protect consumer's rights.	TV Program Titled "Consumer council" on channel 11, on air every Tuesday. 13.30-13.55 pm.
Radio programs	The Consumer Protection club of Thailand	To protect consumer's rights.	Radio Program Titled 'Voices for Consumer', Broadcast on F.M. 97.5 MHz
	Thai Health Promotion Foundation	To Promote Good health among Thai people	1. Radio Program Title "Healthy life" Broadcast on Sweet F.M. 89.5 MHz ,every Monday-Friday 18.00-19.00 2. Radio Program title "Thai Health Promotion Foundation....Happy life" , on air via Kasetsart University network in 4 regions -Bangkok A.M. 1107 -Chiang Mai A.M. 612 -Khon Kaen A.M. 1314 -Songkla A.M. 1269 Every Monday-Friday 15.00-16.00
Advertisement	Thai Health Promotion Foundation	To Promote Good health among Thai people	Various Campaigning spots e.g. Alcohol Awareness spot, Drink don't drive spot and Promoting exercise spot etc.
Magazines	Consumer Foundation	To Protect consumers rights.	Bi-monthly Magazine titled "Cleverly Buy"
	Thai Health Foundation	To Protect consumers on Public Health issues.	- Tri-monthly magazine Titled "Friend of nature" - 50 copies of Book and Journal - "Herb for good health" column published every week in Matichon weekly magazine
	National Bureau of Agriculture commodity and food standards. (ACFS)	To Issue standard measures and certified Agricultural products and food.	- .Agricultural product and Food standards mark guidebook - Book : Food Allergens. - Book : ACFS Early warning 2006
	Green Net and Earth Net Foundation	To Promote Organic Agriculture.	- Rice Production and Management Handbook - Introduction to organic Agriculture : Organic Jasmine rice
	Consumers International, Asia Pacific Office "Asia Pacific Consumer"	Each edition has a specific Asian-related and relevant topic, Short reports from the member countries	Two to five editions each year

In 1998, The Industrial Estate Authority of Thailand took part the seminar/training on environmental management systems that fit the ISO 14001 standard organized by the Thai Industrial Standards Institute. The objective of the seminar was to train and enhance

knowledge and understanding of the standard amongst industrial estates and factories. At present IEAT has achieved the environmental management system certification in 20 units, including

Table 5: List of industrial estates complying with ISO 14001 standard

1.	IEAT's Head Office
2.	Map Ta Phut Industrial Port, and 18 Industrial Estates which are
3.	Banchan Industrial Estate
4.	Northern Region Industrial Estate
5.	Leam Chabang Industrial Estate
6.	Ban-wa (Hi-Tech) Industrial Estate
7.	Bangpa-In Industrial Estate
8.	Eastern Industrial Estate
9.	Plaengyao (Gateway City) Industrial Estate
10.	Amata Nakorn Industrial Estate
11.	Eastern Seaboard Industrial Estate
12.	Map Ta Phut Industrial Estate
13.	Lat Krabang Industrial Estate
14.	Amata City Industrial Estate
15.	Samut Sakhon Industrial Estate
16.	Bangplee Industrial Estate
17.	Bo-win (Chonburi) Industrial Estate
18.	Bangpoo Industrial Estate
19.	Phichit Industrial Estate
20.	Southern Industrial Estate

2. Bibliography

International agencies

Consumers International (CI)

www.consumersinternational.org

Codex Alimentarius Commission

www.codexalimentarius.net

International Network of Health Promotion Foundations

<http://www.hp-foundations.net/index.php>

International Consumer Protection and Enforcement Network (ICPEN/RICPC) (Organization for Economic Co-operation and Development)

<http://www.icpen.org/index.htm>

International Consumer Product Health and Safety Organization

<http://www.icphso.org/index.html>

Safe Food International (SFI)

<http://safefoodinternational.org/>

European consumers' organizations

BEUC - The European Consumers' Organization

www.beuc.org

European Research into Consumers Affairs

www.net-consumers.org

German consumers' organizations

Stiftung Warentest

www.stiftung-warentest.de

Verbraucherzentrale Bundesverband

www.vzbv.de

India's biggest consumer organization

Consumer VOICE (Cooperation through CI)

www.consumer-voice.org

Southeast Asian consumers' organizations

Consumers International, Asia Pacific Office

<http://www.consumersinternational.org/HomePage.asp?NodeID=89786>

Asia Pacific Consumer Law (Consumers International Asia Pacific Office)

<http://www.ciroap.org/apcl/>

Thai consumers' organizations

1. Non-Governmental Organizations

Accidents Prevention Network

www.accident.or.th

BioThai

<http://www.biothai.net>

Consumer's Experiences Development Organization)CED(

www.yousay.org

Development Support Consortium/ Thai Fund Foundation (DSC/TFF)

www.tff.or.th

Don't Drive Drunk Foundation

www.ddd.or.th

Foundation for consumers (FFC)

www.consumerthai.org

FTA Watch Group

www.ftawatch.org
Green Net & Earth Foundation
www.greennetorganic.com
Healthy Public Policy Program
www.hppthai.org
Lemon farm
www.lemonfarm.com
National Council of Women in Thailand (NCWT)
www.thaiwomen.or.th/
Stop Drink Network
www.stopdrink.com
Thai Health Promotion Foundation
<http://www.thaihealth.or.th/>
Thai Holistic Health Foundation
<http://www.thaihof.org/>
Thai Labour Campaign
www.thailabour.org
The Krungthep turakij
www.bangkokbiznews.com
Union for Civil Liberties (UCL) - Thailand
www.ucl.or.th

2. Governmental Organizations

Consumer Protection Board of Thailand
www.ocpb.go.th
Department of Labour Protection and Welfare
www.labour.go.th
Ministry of Commerce
www.moc.go.th
Department of Medical Sciences
www.dmasc.moph.go.th
Institute of Nutrition, Mahidol University
www.nu.mahidol.ac.th/th/
Ministry of Public Health (MOPH)
<http://eng.moph.go.th/>
National Bureau of Agricultural Commodity and Food Standards (ACFS)
www.acfs.go.th
Nutrition Association of Thailand
Nutrition Division, Department of Health, Ministry of Public Health
<http://www.nutritionthailand.or.th/indexe.html>
Thai Food and Drug Administration (Thai FDA)
<http://www.fda.moph.go.th/3>
Thai Industrial Standards Institute
www.tisi.go.th
The National Human Rights Commission of Thailand
www.nhrc.or.th

Conferences/Events

Southeast Asian Conference on Consumer Protection
http://219.93.191.226:443/seaconf/index.php?option=com_frontpage&Itemid=1
Second FAO/WHO GLOBAL FORUM OF FOOD SAFETY REGULATORS
<http://www.fao.org/docrep/meeting/008/y5871e/y5871e00.htm#Contents>
Asian Conference on Millennium Development Goals and the Consumer Movement
<http://www.ciroap.org/mdg/>

3. Database on consumer protection agencies

National agencies

Name	Mandate	Address	Webpage
Codex Alimentarius Commission	Coordination of all food standards work undertaken by international governmental and NGOs	Viale delle Terme di Caracalla, 00100 Rome, Italy	www.codexalimentarius.net
Consumers International	Worldwide federation of consumer organizations. Supports links and represents consumer groups and agencies.	London Office, 24 Highbury Crescent, London N5 1RX, UK	www.consumersinternational.org
Consumers International Asia Pacific Office	Consumer protection	Kuala Lumpur Office 5th Floor Wisma, 7 Jalan Abang Haji Openg, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Malaysia	www.consumersinternational.org
Consumer protection board of Thailand	Consumer protection	Government House, Thanon Rachadamnoen Nok, Dusit, Bangkok 10302	www.ocpb.go.th
Department of Labour Protection and Welfare	Labour protection	Mitmitree Rd, Dindang, Bangkok 10400	www.labour.go.th
Department of Medical Sciences	Consumer health protection	88/7 Tiwanon Rd, Muang, Nonthaburi 11000	www.dmhc.moph.go.th
Institute of Nutrition, Mahidol University	Consumer protection	Phutthamonthon 4 Rd. Salaya, Phutthamonthon, Nakhon Pathom 73170	www.inmu.mahidol.ac.th
Ministry of Commerce	Representing the consumer's interests	44/100 Nonthaburi 1 Rd., Muang District, Nonthaburi 11000	www.moc.go.th www.dit.go.th
Ministry of Public Health	Consumer health protection	Tiwanon Rd., Taladkwan district, Nonthaburi 11000	www.moph.go.th
National Bureau of Agricultural Commodity and Food Standards (ACFS)	Standard development and certification in the food and agricultural sector	Ratchadhamnueen Nok Rd, Pranakorn, Bangkok 10200	www.acfs.go.th
Nutrition Association of Thailand, Nutrition Division, Department of Health, Ministry of Public Health	Raising knowledge about nutrition and food	Tiwanond Road, Tambon Taradkwan, Muang District, Nonthaburi 11000	www.nutritionthailand.or.th
Thai Food and Drug Administration, Ministry of Public Health	Food and drug control	88/24 Tiwanond Road, Tambon Taradkwan, Muang District, Nonthaburi 11000	www.fda.moph.go.th www.oryor.com
Thai Industrial Standards Institute	Product quality control	Rama 6 Street, Ratchathewi, Bangkok 10400	www.tisi.go.th
The National Human Rights Commission of Thailand	Consumer protection	422 AMLO Building Phya Thai Rd., Pathum wan District, Bangkok 10330	www.nhrc.or.th
Accidents Prevention Network	Consumer protection	Department of Disease Control Ministry of Public Health Tivanond Road, Muang, Nonthaburi 11000	www.accident.or.th
BioThai, Biodiversity Action Thailand	Plant genetics	125/356 Moo 3 Saimah, Muang Nonthaburi 11000	www.biothai.net
Campaign for Alternative Industry Network)CAIN(Consumer protection	801/8 Nwangwongwan 27, Bangken Muang, Nonthaburi 11000	
Consumer's Experiences Development Organization)CED(Consumer protection	150/131/1 Nhamwongwan 23 Rd, Bangken, Muang, Nonthaburi 11000	www.yousay.org
Consumers' protection	Consumer protection	25 Tesabanruangrak Tai	

association of Thailand		Road Ladyao Jatujak 10900	
Development Support Consortium/ Thai Fund Foundation (DSC/TFF)	Consumer protection	2044/23 Petburitadmai Rd, Huaykwang, Bangkok 10310	www.tff.or.th
Don't Drive Drunk Foundation	Consumer protection	28/2 Sukhumvit 49 Rd, Klongteainhua, Wattana, Bangkok 10110	www.ddd.or.th
Foundation for Consumers (FFC)	Consumer protection	Lame Ngamwongean 31,Ngamwongean Rd Muang District , Nonthaburi	www.consumerthai.org
FTA Watch Group	Consumer protection		www.ftawatch.org
Green Net and Earth Net Foundation	Organic agriculture	6 Soi Piboonapatam-Wattana Nivej 7, Suthisarn Road, Samsaen-Nok, Huay-Kwang, Bangkok 10310	www.greennetorganic.com
Healthy Public Policy Program	Consumer protection	1168 Phahonyotin Soi 22 Jatujak Bangkok 10900	www.hppthai.org
Lemon farm	Natural Foods and Product for Healthy	Health Society Co.,Ltd. 104/34 Moo1 Changwatana Rd. Thungsonghong Laksi Bangkok 10210 Thailand	www.lemonfarm.com
National Council of Women in Thailand)NCWT(Consumer protection with emphasis on women consumer	Manuangsasila, LArnuang Rd., Dusit District, Bangkok 10300	www.thaiwomen.or.th
Stop Drink Network	Consumer protection	70/300 Nawamin 79, Nawamin Rd, Buangkum Bangkok .10240	www.stopdrink.com
Thai Health Promotion Foundation	Propose measures for the improvement of general health conditions of the country	979/116-120 S.M. Tower, Floor 34, Paholyothin Rd., Samsen Nai, Payathai, Bangkok 10400	www.thaihealth.or.th
Thai Holistic Health Foundation	Consumer health protection	520/1-2 Lane 16 Thetsabarrangrak Nueah Prachaniveth 1 Jatujak Bangkok 10900	www.thaihof.org www.healthsquare.org
Thai Labour Campaign	Labour protection		www.thailabour.org
The Krungthep turakij	Newspaper for business	44 M.10 Bangna-Trad k.m . 4.5 Bangna Bangkok 10260	www.bangkokbiznews.com
Union For Civil Liberties (UCL) - Thailand	Consumer protection	109 Suthisarnwinichai Rd., Samsennok, Huay Kwang, Bangkok 10310	www.ucl.or.th

International and foreign agencies

Name	Mandate	Address	Contact	Webpage
Codex Alimentarius Commission	Coordination of all food standards work undertaken by international governmental and NGOs	Viale delle Terme di Caracalla, 00100 Rome, Italy	Tel.: +39(06)5705.1 E-mail: Codex@fao.org	www.codexalimentarius.net

Consumers International	Worldwide federation of consumer organizations. Supports links and represents consumer groups and agencies.	London Office, 24 Highbury Crescent, London N5 1RX, UK	Tel.: +44 20 7226 6663 E-mail: consint@consint.org	www.consumersinternational.org
Consumers International Asia Pacific Office	Consumer protection	Kuala Lumpur Office 5th Floor Wisma, 7 Jalan Abang Haji Openg, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Malaysia	Tel.: +603 772 61 599 E-mail: consint@ciroap.org	www.consumersinternational.org
International Consumer Protection and Enforcement Network (ICPEN/RICPC) (Organization for Economic Co-operation and Development)	Consumer Protection and Enforcement Network		icpen@cpb.or.kr	http://www.icpen.org/index.htm
International Consumer Product Health and Safety Organization	Consumer Product Health and Safety	ICHPSO P.O. Box 1785 Germantown, MD 20875-1785	Tel.: 301-528-0310 email: icphso@aol.com	http://www.icphso.org/index.html
Safe Food International (SFI)	food safety	venue, NW, Suite 300, Washington, DC 20009	Tel.: (202) 777-8364 E mail sfi@cspinet.org .	http://safefoodinternational.org/
BEUC - The European Consumers' Organization	Consumer protection		Tel: +32 2 743 15 95	www.beuc.org
European Research into Consumers Affairs	Consumer Affairs	European Research into Consumer Affairs The Weybridge Office 28 Queens Road Weybridge Surrey KT13 9UT UK	email: info@net-consumers.org	www.net-consumers.org
Stiftung Warentest (foundation for the testing of consumer goods)				www.stiftung-warentest.de
Verbraucherzentrale Bundesverband (Federal association of consumer centers)				www.vzbv.de
(voice) Indias biggest consumer organization				www.consumer-voice.org
Consumers International, Asia Pacific Office				http://www.consumersinternational.org/HomePage.asp?NodeID=89786
Asia Pacific Consumer Law (Consumers International Asia Pacific Office)				http://www.ciroap.org/apcl/