

Regulatory Reform across ASEAN

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UK's national
regulator for
product safety,
within Department
for Business and
Trade

OPSS is
delivering 2
international
programs
reducing the
digital divide



Office for Product
Safety & Standards



Department for
Business & Trade



**UK International
Development**

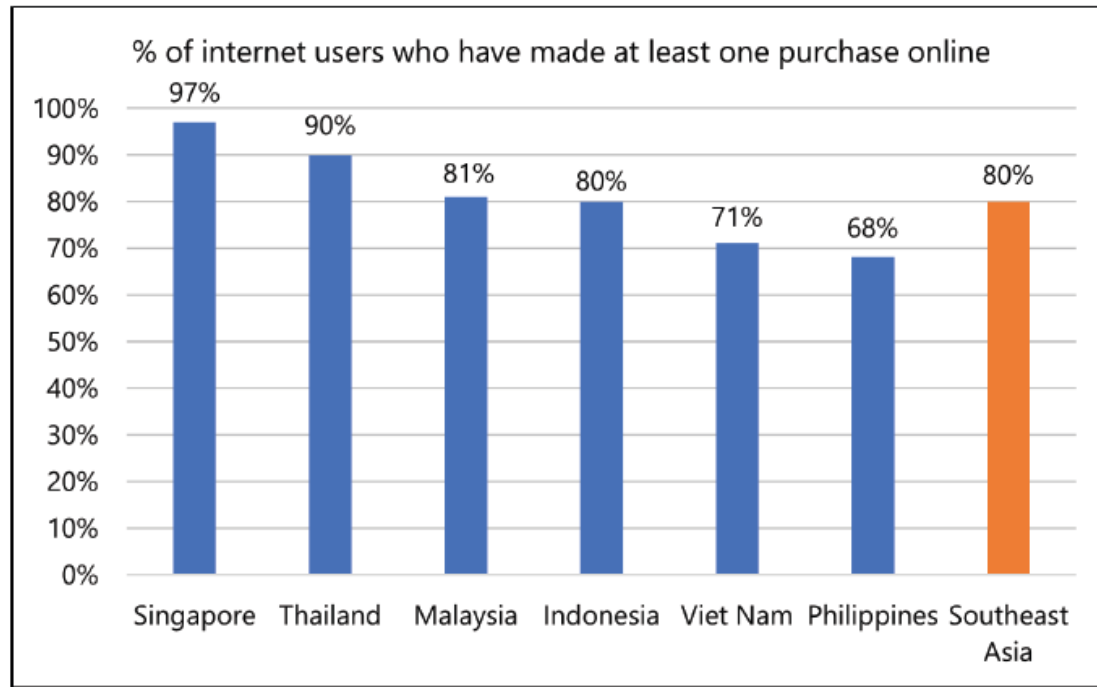
Partnership | Progress | Prosperity

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ASEAN on track to grow in digital economy from \$360 billion in 2025 to \$1 trillion by 2030

Figure 1: Online Purchases in Selected ASEAN Member States



Source: Google, Temasek, and Bain & Company (2021).

- Almost 70% of internet users in several ASEAN Member States (AMS) have made at least one purchase online
- About 80% of 440 million internet users in Southeast Asia have made at least one purchase online, with internet penetration at about 75%.

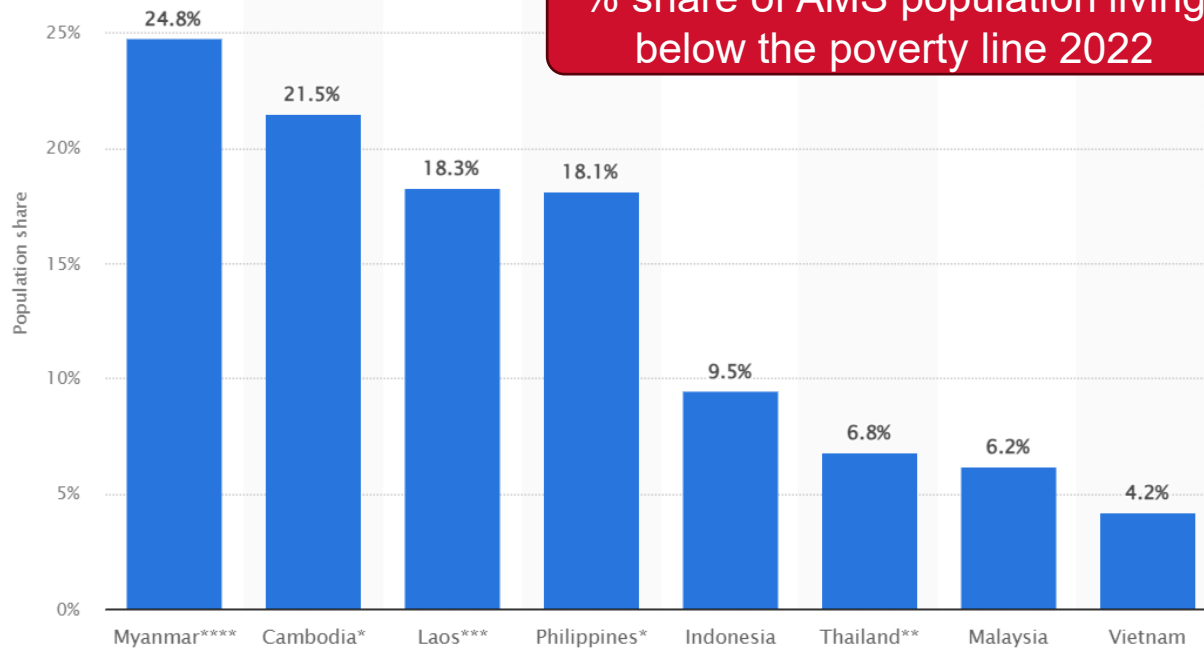
Online marketplaces are growing rapidly. How do we ensure Online Marketplaces are safe?

Online Marketplaces Programme (OMP)

- Aims to drive behavioural change in responsibility online marketplaces take for sale of unsafe, non-compliant products
- Pilot in Indonesia to identify ways of working with marketplaces that translate internationally, identifying common issues and approaches to mitigate

Lower income households more constrained by cost = increased likelihood of buying unsafe products

% share of AMS population living below the poverty line 2022



Trading Standards Service

Devon | Plymouth | Somerset | Torbay

Home | Consumers | Businesses | Agriculture

Home > News > Consumer news > Warning: cheap toys could contain harmful chemicals

Consumer news

Warning: cheap toys could contain harmful chemicals

Posted on: 28 June 2023

How do we protect consumers who're constrained by cost and have no choice but to opt for poorer quality products?

Implemented across
all ten ASEAN
member states and
Timor-Leste

Delivery begins
September 2024

4-year programme
concludes in 2028

ASEAN Economic Integration Programme (EIP)

- Aims to **foster economic growth across the ASEAN region** by tackling development barriers within ASEAN member states and the broader ASEAN Economic Community.
- Support **MSMEs** and **Women's Economic Empowerment**

• EIP focuses on three key areas:

1. **Supporting regulatory reform to facilitate trade and economic activity, focussing on women entrepreneurs and SMEs.**
2. Promoting open trade to address barriers to trade between ASEAN member states and to promote global trade, including with the UK.
3. Developing financial services to strengthen and modernise financial services and increase access to finance for citizens and businesses across ASEAN and Timor-Leste

Regulatory Reform Pillar

- The pillar led and partially delivered by OPSS provides **G2G technical assistance, knowledge sharing and capacity building.**
- Providing **bilateral support** to implement ASEAN initiatives and respond to country reform priorities
- **Regional support via the ASEAN Secretariat**

Regulatory Reform workstreams

Intellectual
Property

Standards & NQI

Good Regulatory
Practise

Consumer product
safety and e-
commerce

ASEAN Economic Reform Program

ASEAN Regulatory Reform Program

**Countries engaged:
Indonesia, Philippines and Vietnam**

Bilateral support between 2019 - 2023

Types of activities delivered

- Senior buy-in to deliver regulatory reforms
- Technical assistance to identify and develop regulatory reform
- Capacity building for government officials on regulatory reform
- Reviews and reports on implementation of reform
- Engagement with multilateral organisations (OECD, ASEAN) to promote inclusive regulatory reform across ASEAN

Improved Business confidence + over 80 good news stories

Trained over 670 government officials

90% of officials trained used learning within 6 months of learning

14 policies reformed and implemented

Commissioned OECD report on recommendations for ASEAN regulatory reform

Developed 10 training programmes, bespoke to country

Supported partner governments implement 15 recommendations to revise laws, regulations and admin practises