Summary on CIRD's work on Consumer Protection and establishment of Cambodian Consumer Association on Food Safety (CAFS)





By Prak Sereyvath, Director of CIRD and elected Representative of CAFS founders

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Consumer mobilisation and networking: activities and process

February 2019, a survey on consumer perception on food safety was conducted:

- Focus Group Discussion with Consumers:
  - 150 respondents (housewife, garment factory worker, university student and people doing physical exercise in public garden
  - 7 different geographical areas in Phnom Penh
- Key Informant Interview with consumers who work as Government's Official, NGOs and Private Sector (10 respondents)

Consumer mobilisation and networking: activities and process (conti.)

June – Feb 2020, Consumer Awareness on Food Safety and Consumer Protection: VDO spot production and collaboration with Lotus Radio and through social media to disseminate on:

- Safe Food supply chain
- How to identify and deal with unsafe food as well as problem cause by unsafe food
- Consumer protection issues
- Policy lobbying



https://www.facebook.com/LotusRadioPrograms/videos/857535888148617/











Consumer mobilisation and networking: activities and process (conti.)

February 2020, a second consumer workshop was jointly organized by CCF, LOTUS Radio and CIRD, focusing on the following topics:

- CP law with a focus on consumer association
- Control of food sold on market to ensure food safe access for consumer
- Consult on interest and motivation in establishment of a consumer association dealing with food safety issues

Around 150 consumers participated in the event. The event was then broadcasted by Lotus radio and its FB page.

During the establishment process, the founders of CAFS has participated in various events on consummer protection such as:

- 5th Consultation with the ASEAN Consumer Associations Network (ACAN) in November 2023 in Siem Reap
- National Consumer Conference 2023 (NCC 2023); “Empowering Consumers to Boost Fair Marketplaces” in April 2023, in Phnom Penh.
- The Official Launch of National Consumer Protection Programme and Implementing Regulations; in July 2022, in Phnom Penh.
- National Conference on Consumer Protection “Driving Cambodia’s Consumer-First Environment – Progress & Achievements”, in November 2021, in Phnom Penh.







During the establishment process, the founders of CAFS has participated in … (conti.):

- Stakeholder Dialogue on Consumer Protection “Towards Collective Consumer Action in Cambodia” in November 2020
- National Dissemination and Planning Workshop on Consumer Protection, in November 2020
- Consultations with the ASEAN Consumer Associations Network (ACAN), in November 2019
- Working Meeting on “Consumer Awareness on Food Standards in Cambodia”, Phnom Penh 2018

Consumer mobilisation and networking: Key results

- ✓ After having implemented the above-mentioned activities, some consumers are more aware of food safety issues and their rights to be protected from unsafe food.
- ✓ A contact detail of around 100 consumers who confirmed their interested in continuing to collaborate toward establishment of Consumer Association (CA) dealing with food safety issues, was documented
- ✓ Meetings of interested consumers was conducted during 2022-2023 to form a Task Force (TF) to prepare for establishment of CA
- ✓ A CA's establishment Task Force was formed in 2023 and meetings of TF members were conducted to draft the statute of the future CA and to prepare all required steps to follow for the establishment of CA

- ✓ The CAFS foundation assembly was conducted on 23 March 2024 with 72 assembly members from different provinces of Cambodia
- ✓ The CAFS statute drafted by the TF was reviewed, finalized and approved by the foundation assembly.
- ✓ CAFS's governance and management structure were created through and election process.
- ✓ Official registration with the Ministry of Interior is now in the process: comments from MoI was obtained in early September 2024:
- ✓ CAFS Excom members are now working to adress comments from MoI and plan to re-submit the application as soon as we can have all the required documents.







After its foundation assembly CAFS has participated in some national and international events on consummer protection such as:

The 4th ASEAN Consumer Protection Conference “Empowering Consumers in Digital and Green Economy: Innovate, Protect, Sustain” which was conducted on 26-28 August 2024 in Phnom Penh, Cambodia.





- CAFS founders representative (Mr. Prak Sereyvath) was invited to moderat the thematic **“No One Left Behind: Laying Foundation for Inclusive and Social Consumer Movements”**
- A CAFS representative (Ms. Nem Chanmoly) was invited to briefly introduce CAFS to the event.









- Participated in 3 events on **“Fostering Collaborative Public-Private Dialogue: Navigating Competition Law & Consumer Protection in the Digital Era”** which were organized by CCF and GIZ in July and August 2024 in Siem Reap, Peah Sihanoukville and Kampong Cham provinces.

- During the above 3 events, our representative made presentation to introduce CAFS and its activities to consumers, producers, traders and government officers who attended the event.

- Participated in consumer day on the topic “Connecting of consumers and producers through implementing ecological farming techniques” on 28th December 2024 at Battambang province, Cambodia.

- Participated as a panelist in a workshop organized by CCF and GIZ on "Enforcement the law of competition, consumer protection laws, and related regulations."which was conducted on 6th February 2025 at Siem Reap province, Cambodia and in the World Consumer Rights Day 2025 on “Just transition to Sustainable Lifestyles” conducted on 14 March 2025 in Phnom Penh.

- A CAFS Board member (Ms. Nem Chanmoly) participated in the Regional Workshop on Inclusive Business Practices on 25-26 August 2025 at Bangkork, Thailand and in the Regional Consumer Association Workshop on 19-20 November 2025 at Kuala Lumpur, Malaysia









Next step:

- Follow-up the process on CAFS request for registration with the Ministry of Interior as well as approval from MoC/NCCP
- Raise consumers' awareness on CAFS, on consumer right, consumer protection law as well as on Food Safety.
- Continue cooperation/collaboration& networking (CCF, GIZ-PROTEC, NGOs and DP working on consumer protection ….) as well as networking with other ASEAN Countries' Consumer Associations.
- Once officially registered by MoI, organize meeting and workshops to Develop strategic plan/programme of CAFS

For more information and any inquiries on CAFS, please contact us with following address and numbers:

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