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དོ་འགན་དང་ཉོ་སྤྱོད་དབང་འཛིན།

COMPETITION & CONSUMER AFFAIRS AUTHORITY
MINISTRY OF INDUSTRY, COMMERCE & EMPLOYMENT

Thimphu: Bhutan



CCAA Holds 2nd Governing Board Meeting

Thimphu, October 16, 2024 – The Competition & Consumer Affairs Authority (CCAA) convened its 2nd Governing Board (GB) meeting today at Hotel Mayto. This meeting follows the establishment of the GB, which now oversees functions previously held by the Office of Consumer Protection. The Honorable Chairperson is the Secretary of the Ministry of Industry, Commerce & Employment (MOICE), with the Head of CCAA serving as the ex-officio Member Secretary. Current GB Directors include the Director of the Department of Trade (DOT), the Secretary General of the Bhutan Chamber of Commerce & Industry (BCCI), and the CEO of the Bhutan Toilet Organization.

During the meeting, CCAA highlighted its significant achievements from the first quarter (July - September) of the fiscal year. Progress was noted in areas such as market surveillance, consumer grievance redressal, advocacy, and market research. Following the presentations, the board emphasized the urgent need to address emerging challenges, particularly the rise of online scams, including pyramid and Ponzi schemes. The GB called for enhanced awareness initiatives, including the production and widespread dissemination of informative videos on these critical topics.

The board also recognized the positive impact of the Sustainable Consumption and Production (SCP) Project, which CCAA implemented in collaboration with various government agencies and the private sector. They discussed the potential of Eco-labels for industrial products like cement and steel, particularly in boosting exports, and urged CCAA to promote eco-labeling in other sectors, including tourism and hospitality.

Furthermore, the GB reviewed ongoing research into how the shortage of pharmacies affects consumer choice and safety, the implications of maximum retail price regulations of meat on consumers, and the impact of business terms and conditions which appears to protect business interest and not much consumer's interest. The board acknowledged the importance of this research in informing government policy, fostering fair market competition, and promoting ethical business practices.

The GB meetings are held quarterly, with the next session scheduled for late December 2024.

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