**CCAA and ROICE strengthen research capabilities through Professional Development Program**

*Thimphu, April 10, 2025* — The Competition and Consumer Affairs Authority (CCAA) conducted a two-day professional development workshop titled *“Planning, Designing, and Conducting Market Research”* to enhance the research capabilities of its staff and selected officers from the Regional Offices of Industry, Commerce & Employment (ROICE).

Recognizing the importance of evidence-based interventions in shaping effective policy and strategies, CCAA has prioritized strengthening its research function, led by the Consumer Empowerment & Economics Division (CEED). The workshop, facilitated by experts from the Institute of Management Services (IMS), Thimphu, covered key areas such as research design, methodologies, data analytics using SPSS and Excel, and report writing.

A total of 17 participants, including representatives from each ROICE, attended the training. Participants found the workshop highly beneficial and recommended further advanced programs in market research and investigative techniques.

The initiative was fully funded by the Royal Government of Bhutan, reaffirming its commitment to capacity building and data-driven governance.