

The Ministry of Commerce, Industry and Employment reaffirms commitment to authentic craft and consumer protection

Thimphu, September 16, 2025 — The MOICE underscores its dedication to preserving the indigenous craft sector and protecting consumers through strengthened oversight of the sector.

The Competition and Consumer Affairs Authority (CCAA), in collaboration with the Department of Media, Creative Industry and Intellectual Property (DoMCIP), conducted an advocacy program for craft market retailers in Thimphu to reinforce the principles of authenticity, fair trade and consumer rights.

The Authentic Bhutanese Craft (ABC) market was established to promote the artistry of Bhutanese artisans. However, recent reports of imported products falsely presented as locally made threaten the credibility of the sector and the livelihoods of genuine craftspeople.

During the session, vendors were briefed on key provisions of the Consumer Protection Act 2012, including the requirement for accurate product labeling, transparent pricing and truthful representation of goods. The CCAA emphasized that regular joint inspections will ensure continued compliance.

A total of 72 craft retailers attended the program at Hotel Mayto, Langjophakha, demonstrating a shared commitment to uphold the integrity of Bhutanese craftsmanship and to safeguard consumer trust.

This initiative reflects the government's broader effort to maintain ethical trade practices and to ensure that visitors and citizens alike can confidently purchase authentic Bhutanese handicrafts.