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**DIRECTORATE FOR FINANCIAL AND ENTERPRISE AFFAIRS
COMPETITION COMMITTEE**

Global Forum on Competition

THE ROLE OF CONSUMERS IN PROMOTING PRO-COMPETITIVE REFORMS

Contribution by Mr. Amr Fahim

-- Session III --

This contribution is submitted by Mr. Amr Fahim (Executive Director, Consumer Protection Agency, Egypt) under session III of the Global Forum on Competition to be held on 21 and 22 February 2008.

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Consumer Protection Agency – Egypt

“The Egyptian Consumer Protection and its
relationship with Competition – An Integrated Model”

OECD
February 21, 2008

Amr Fahim
Executive Director

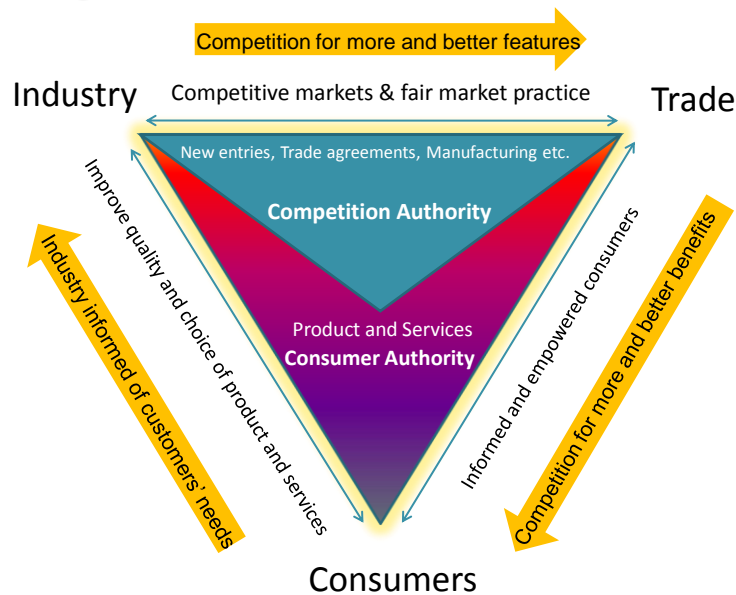


Egypt – Reform Highlights

- Provides an investment-supportive climate encouraging local and foreign investments in Egypt.
- Implements the asset management program.
- Improves the ability of the Capital Market Authority and financial institutions to manage investment, restructuring and growth.
- Revives the mortgage finance market as a key driver for growth.
- Transparency in Egyptian tax system; implementing tax reduction, and merging all tax legislations into one law.
- Reduce Customs tariffs and streamlining of red tape.
- Increasing External trade agreements.
- Revise and overhaul old trade policies and legislations.
- Re-evaluate and restructure current trade inspection authorities.
- Establishing The Egyptian Food Safety commission.
- Upgrading the Commercial Registration Authority.
- Upgrading The Egyptian Quality and Standardization Authority.
- Establishing The Competition Agency.
- Establishing The Consumer Protection Agency.



Integration Model



Egypt – Consumer Protection Agency

- Law 67 was passed by parliament
- Executive regulations endorsed
- The Start-up Strategy, Structure, Hiring, Premises
- Initiating and setting methodology for complaints handling
 - Call center, Post, email, NGO's, Website, FTF
- Complaint Investigation and Mediation mechanism
 - Internal Investigations Dept., Supply Police, Internal Market Inspectorates, Standards Authority, Industrial control Authority
- Internal Committees (experts & opinion leaders)
 - Automotive, Durable goods, Advertising, Food





Egypt – Consumer Protection Agency

- 40,000 calls – 3500 complaints – 81% resolution
Durable goods 30% , Mobiles 19%, Services 12% , Auto 9%
- Study visits and sharing best practice
EC mandates for consumer protection in the EU, FTC & US CP Administrations & Organizations, UK OFT & ASA, ACCC, Poland OCCP, Estonia, Belgium enforcement & mediation, Malaysia
- Consumer Organizations Support (300, 70, 20)
First national conference, Research & market studies support, Start-up allowance, National Organizations program initiative, Training, Capacity building, Fund Raising, promotion through the call center & website.



Egypt – Consumer Protection Agency

- Awareness Programs
Trade related awareness Campaign
Monthly announcement on Call center expansions
TV awareness campaign (3 spot messages)
SMS campaign over 32 million sent messages
Over 30 talk show TV programs on Consumer Protection
Over 75 published press releases
- International cooperation
Government affiliate members of CI
Partners in ICPEN
MOU with CPSC
Close cooperation between the CPA and the FTC, FDA & OFT
EU Institutional Twinning program, TAIEX program

