



REPUBLIC OF NAMIBIA

MINISTRY OF INDUSTRIALISATION AND TRADE

**Consumer Protection Office : Policy and the Legal
Framework**



OUTLINE

- 1. Objectives: Consumer Protection Policy**
- 2. UDAAP**
- 3. Who is a Consumer and what are her / his Consumer Rights**
- 4. Types of Complaints & Process of lodging a Complain**
- 5. Consumer Protection Office**
- 6. Consumer Protection Bill**
- 7. Challenges**



Objectives

Create	Protect	Promote	Ensure	Promote
Create market transactions that strive to obtain a fair balance of power between sellers and consumers	Protect vulnerable consumers from marketplace conduct that takes advantage, unsophisticated less educated, provide an incentive for honesty and fair dealing by all sellers	Promote efficiency and transparency in the Namibia economy and marketplace, thus increasing economic development	Ensure accessible, transparent and efficient redress for consumers	Promote consumer participation in decision-making process concerning the regulation of the marketplace in the interests of consumers



UDAAP

UNFAIRNESS

Significant
Imbalance in
consumer
rights against
Seller's Rights

DECEPTIVE

ABUSIVE

Taking
unreasonable
advantage of
consumer's
vulnerability or
dependence
on the seller

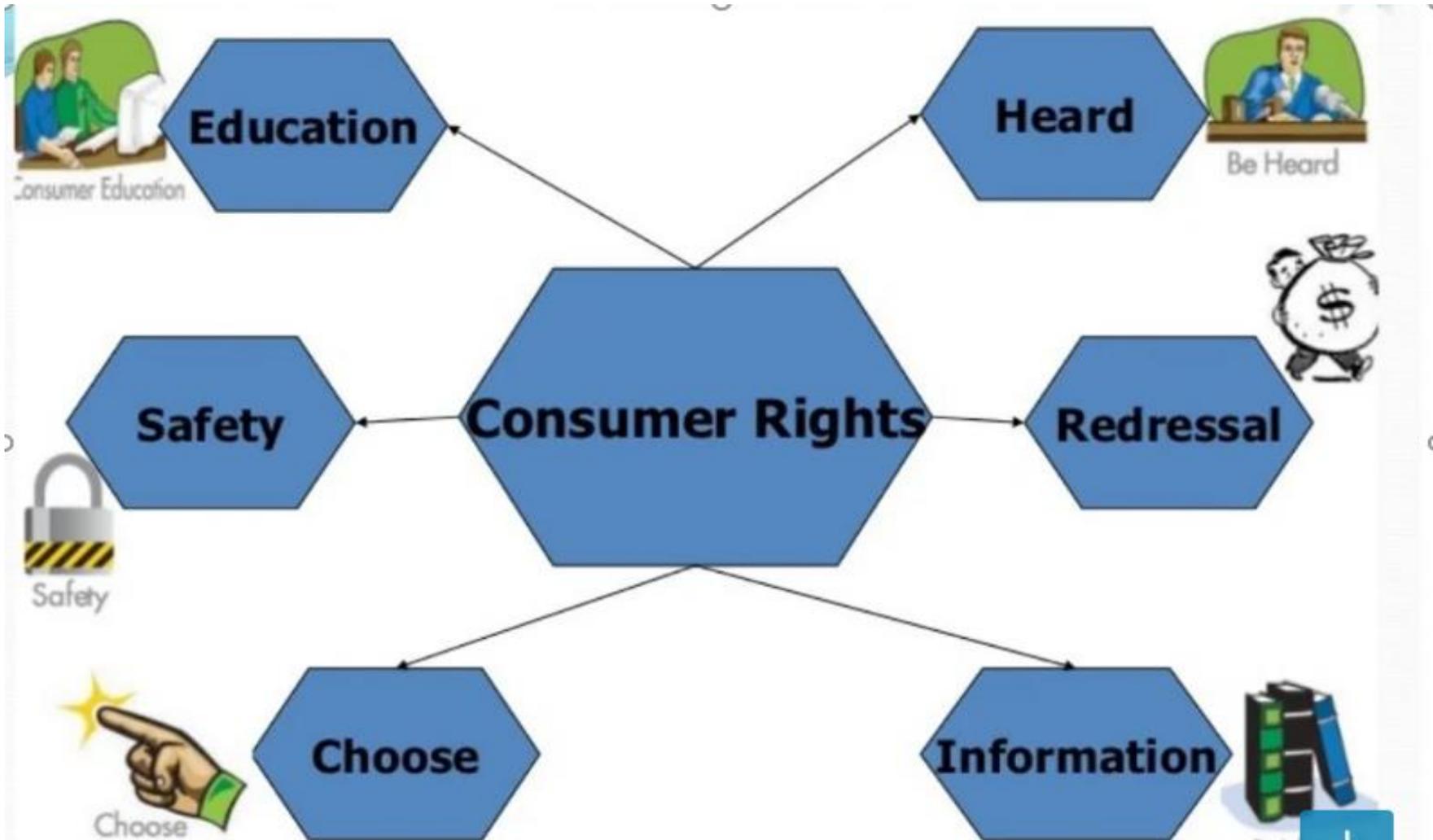


Consumers

- Person/Persons who consumes or uses any goods or services
- One who buys or agrees to buy goods for a consideration which has been paid or promised or partly paid and partly promised or under any system of deferred payment
- One who hires or avails of any service or services for a consideration which has been paid or promised or partly paid and partly promised or under any system of deferred payment



Consumers Rights





Types of Complaints

Violations Includes:

Consumer
Rights

Unfair Trade
Practices

False or
misleading
advertisement



Complaints Procedures

- Once the Consumer Protection Office is established, it will introduce a complaints procedure that will allow consumers to register their disputes.



Complaints Protection Office

- The function of Consumer Protection currently rests with the Ministry of Industrialisation and Trade.
- However, The Ministry in particular the Consumer Protection Division is not adequately capacitated to execute the functions of consumer protection.



Consumer Protection Bill

- Consumer Protection Bill in place crafted in a manner that seeks to establish an independent entity which will be capacitated to execute the function of consumer protection on behalf of the Ministry.
- A joint Committee has been set up between the Ministry and the Namibia Competition Commission to look at the practicality of transferring the administration of the Consumer Protection Act (once promulgated) to NaCC and make provision in the law for a consumer levy.



Challenges

- Budgetary Constraints
- Digital Transformations
- International Cooperation
- Raising Consumer Awareness Campaigns
- Coordinated Regulatory Institutions

