

Memorandum of Understanding

between

**The Competition and Consumer Affairs Authority, Ministry of Industry, Commerce
and Employment, Royal Government of Bhutan**

and

**The Directorate of National Consumers Right Protection,
Ministry of Commerce, Government of the People's
Republic of Bangladesh**

regarding Technical Cooperation in Consumer Protection

The Competition and Consumer Affairs Authority, Ministry of Industry, Commerce and Employment, Royal Government of Bhutan and the Directorate of National Consumers Right Protection, Ministry of Commerce, Government of the People's Republic of Bangladesh (hereinafter referred to as "parties"),

Aiming to establish collaboration and institutional linkage between the parties in the field of consumer protection and the resolution of consumer issues,

Recognizing the significance of bilateral and international cooperation in consumer protection,

Acknowledging the mutual benefits derived from joint actions in addressing shared concerns related to consumer protection,

Hereby agree on the following:

Article 1

Purpose

To establish institutional linkage and collaboration between the parties for mutual support on matters pertaining to consumer protection services in their respective countries.

Article 2

Areas of Cooperation and Collaboration

The areas of cooperation and collaboration under this Memorandum of Understanding (MoU) include the following:

- a) exchange of information regarding prevalent consumer issues and unfair trade practices that are detrimental to the interests and rights of consumers in both countries;
- b) consultation and support for the amicable resolution of consumer disputes between consumers from one country and business entities from the other country;



- c) identification, upon request from either party, of the quality of the product and the evaluation criteria, in the nationally accredited laboratories of the respective parties in order to resolve dispute for ensuring consumer safety;
- d) sharing expertise, information, and technical support through professional development programs to enhance institutional development and capacity building;
- e) mutually exchanging best practices in consumer protection between parties;
- f) engaging in general cooperation and collaboration on all matters listed herein, as well as other areas deemed mutually beneficial and necessary over time for the welfare of consumers in both countries.

**Article 3
Dispute Settlement**

Any disputes regarding the interpretation or application of this MoU shall be resolved through mutual consultations between the parties, based on the principles of mutual understanding and respect.

**Article 4
Non-Binding MoU**

This MoU represents the understanding reached between the parties regarding the matters referred to herein and does not create any legally or financially binding obligations on the parties.

**Article 5
Validity**

This MoU will be valid for a period of three (3) years, unless renewed by the parties.

**Article 6
Termination**

Either party may terminate this MoU at any time by providing a written notice of at least 3 (three) months. The parties shall engage in mutual consultations to determine the continuity of activities or projects under this MoU. Termination will not affect the validity of any contracts or agreements made under this MoU.

**Article 7
Amendment**

Amendments to this MoU may be made with the mutual written consent of both parties.

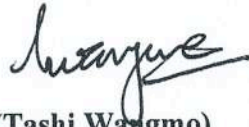
Article 8
Commencement

This MoU shall come into effect on 25th of March in the year 2024.

Signed at Dhaka on 25th of March in the year of 2024, in two copies, in English.

**For the Competition and Consumer Affairs
Authority
Ministry of Industry, Commerce and
Employment
Royal Government of Bhutan**

**For the Directorate of National Consumers
Right Protection
Ministry of Commerce
Government of the People's Republic of
Bangladesh**



(Tashi Wangmo)
Secretary
Ministry of Industry, Commerce
and Employment



(A.H.M. Shafiquzzaman)
Director General
Directorate of National Consumers Right
Protection