# Mastering New Consumer Protection Law: A 1-Week Intensive

26 – 30 April 2027
Kuala Lumpur (Malaysia)

UK Traininig
PARTNER



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## Why This Course

Consumer protection regulations are evolving rapidly, placing greater responsibility on organizations to ensure transparency, fairness, and compliance. Businesses that fail to adapt risk legal exposure, financial penalties, and reputational damage, while those that stay ahead can build stronger trust with their customers.

This comprehensive 1-week program is designed to provide a clear understanding of new consumer protection laws and their practical implications. It combines regulatory insights with actionable strategies, enabling participants to manage compliance effectively and respond to emerging risks in both traditional and digital markets.

## What You'll Learn and Practice

By participating in this program, you will:

- Understand recent changes in consumer protection laws and regulations.
- Analyze enforcement strategies and real case scenarios.
- Develop effective compliance programs across business functions.
- Identify and manage risks in consumer-related transactions.
- Strengthen consumer trust through responsible business practices.

## The Program Flow

### Day 1: Introduction to New Consumer Protection Laws

- Understanding recent regulatory developments and their scope.
- Reviewing key consumer protection statutes and frameworks.
- Exploring the role of regulatory authorities.
- Assessing the impact on businesses and consumers.

### Day 2: Consumer Financial Protection

- Understanding regulations related to credit and lending.
- Reviewing fair debt collection practices.
- Managing consumer data privacy and protection requirements.
- Addressing risks in digital financial services.



### Day 3: Marketing and Advertising Compliance

- Identifying deceptive and unfair trade practices.
- Understanding regulations for digital and social media marketing.
- Reviewing rules on endorsements and promotional claims.
- Managing sustainability and environmental claims responsibly.

### Day 4: Product Safety and Liability

- Understanding product safety standards and compliance requirements.
- Managing product recalls and consumer remedies.
- Addressing legal implications of emerging technologies.
- Navigating cross-border consumer protection challenges.

### Day 5: Enforcement and Compliance Strategies

- Preparing for regulatory investigations and audits.
- Designing and implementing effective compliance programs.
- Managing consumer complaints and dispute resolution.
- Exploring future trends in consumer protection.

## Individual Impact

- Strengthen knowledge of modern consumer protection frameworks.
- Improve ability to assess legal and compliance risks.
- Enhance decision-making in regulatory environments.
- Develop a proactive and compliance-focused mindset.

## Work Impact

- Improve organizational compliance with evolving regulations.
- Reduce exposure to legal and reputational risks.
- Strengthen consumer trust and brand credibility.
- Support sustainable and responsible business practices.

## Training Methodology

This program combines regulatory knowledge with practical application to ensure strong outcomes. Methods include:

- Interactive sessions and expert-led discussions.
- Case studies based on recent regulatory actions.
- Practical exercises in risk assessment and compliance planning.
- Group activities focused on real-world scenarios.
- Tools and frameworks for implementing compliance programs.



## Beyond the Course

By the end of the program, participants will be able to:

- Assess and mitigate consumer protection risks effectively.
- Develop and implement robust compliance programs.
- Apply best practices in consumer-facing operations.
- Adapt to evolving regulatory requirements with confidence.

