



Press Release

Thailand Consumers Council to host ASEAN+3 seminar on Digital Economy and AI frauds

With AI posing a growing threat to consumers at risk of fraud in the digital economy, the Thailand Consumer Council (TCC), in partnership with Malaysia's FOMCA and Indonesia's YLKI, will host an ASEAN+3 seminar on August 29 and 30,

Although AI technology and the digital economy have facilitated seamless transactions and generated enormous economic value, they have also been exploited for fraud on a global scale, including in the ASEAN region and East Asia. Over the past three years, in recent years, Thai citizens have incurred annual online fraud losses totaling 65 billion THB (approximately US\$180 million), which equates to around 180 million THB (about US\$5 million) per day. In the first half of 2024, the Thailand Consumers Council (TCC) recorded 1,386 complaints regarding online scams, with Facebook being the most commonly reported platform.

As more consumers across the region fall victim to scams each year, it is becoming evident that these crimes often involve cross-border operations utilizing digital technology and AI. In response, the TCC has initiated a collaboration with Federation of Malaysian Consumers Association (FOMCA) and Indonesian Consumer Foundation (YLKI) to organize a regional seminar among ASEAN+3 countries (China, Japan, and South Korea) on August 29-30, 2024. This first-of-its-kind event, titled "Joining Forces in ASEAN+3 for Consumer Protection in the Digital Economy and AI Era". This seminar aims to update on the latest fraud tactics, discuss international cooperation, and develop innovative solutions to combat cyber threats. The general public is invited to attend for free via a live stream at <https://www.facebook.com/tccthailand>.

The secretary-general of the TCC, Ms. Saree Aongsomwang, points out that while the digital economy and AI are advancing rapidly and impacting everyday life and business operations, they have also introduced more complex consumer rights violations. These include fraud, scams, misinformation, personal data breaches, and monopolistic practices by platform providers.



“The rapid advancement of technology has made fraud schemes more sophisticated. It is therefore essential for consumer organizations within the ASEAN+3 countries to have up-to-date information, learn from international experiences, and foster stronger international cooperation to develop innovative tools to address these challenges. The upcoming seminar on August 29-30, 2024, will provide us with opportunities to enhance consumer safety in Thailand,” Ms. Saree says.

"Evidently, digital scams have been growing exponentially, particularly in Thailand. During the first half of 2024, the Thailand Consumers Council (TCC) recorded 1,386 complaints related to online purchases of goods and services. In June alone, there were 258 complaints, with Facebook accounting for the majority (193 cases, or 75%), followed by Lazada and Shopee with 30 cases (12%). Other platforms involved included TikTok (11 cases), Line (4 cases), and various others, which collectively made up the remaining 22 cases (9%).

As a key highlight of the forum, a prominent panel discussion titled 'Approaches and Measures for Consumer Protection in the Digital Economy and AI Era' will showcase representatives from various consumer organizations across the ASEAN+3 countries.

On the final day of the seminar, the forum aims to reach an agreement on a collaborative strategy among consumer organizations within the ASEAN+3 countries. To ensure accessibility for consumers, the seminar will be live-streamed on the TCC’s Facebook page: <https://www.facebook.com/tccthailand>.



Ms. Saree. Aongsomwong