



Chotima Iemsawasdikul  
Director-General  
Department of Trade Negotiations of the  
Ministry of Commerce of Thailand

Christophe Kiener  
Deputy Director-General  
Directorate-General for Trade and  
Economic Security at the European  
Commission

BEUC-L-2025-172

6 November 2025

**Subject:** Thailand and European Union consumer checklist for a positive trade agenda

Dear Chotima Iemsawasdikul,  
Dear Christophe Kiener,

The Thailand Consumers Council (TCC) and the European Consumer Organisation (BEUC) welcome the negotiations for a free trade agreement between Thailand and the EU. The negotiations cover a broad range of economic sectors and will affect consumers. That's why it is important to ensure that this trade deal delivers real, tangible benefits to consumers in both regions. To this end, this agreement should be designed with consumers' interests at its core.

### **Preserve the right to regulate and uphold high protection standards**

This trade deal should uphold consumer protection levels. At the same time, the agreement should enable both parties' right to regulate and enforce laws necessary to achieve legitimate public policy objectives. This includes protection of public health, privacy, personal data, competitive markets and the environment.

### **Ensure regulatory cooperation delivers for consumers**

This agreement should enhance voluntary regulatory cooperation, focusing on consumer welfare. Sectors with significant consumer impact are:

- **Financial Services:** Sharing insights on consumer protection in digital finance, fraud prevention, credit, and investment products.
- **E-commerce:** Collaborating on strategies to combat unfair commercial practices and ensure product safety for goods sold online.
- **Telecommunications:** Exchanging best practices on affordability, quality of service, and fair contract terms.

***Build a digital market that consumers can trust***

The growth and success of the digital economy ultimately depend on consumer trust. The Digital Trade chapter should be carefully designed to enhance and maintain this trust. We suggest a two-pronged approach:

- **Establish binding commitments for online consumer safety:** The agreement should include strong, enforceable provisions that guarantee consumer safety in the digital economy. These rules should be designed to actively prevent online scams and fraudulent activities and ensure the safety of products and services sold online. Moreover, this agreement is an opportunity to provide consumers with access to simple and effective redress mechanisms when a cross-border transaction goes wrong.
- **Prioritise cooperation over binding rules on data flows and source code:** In sensitive policy areas such as data protection, privacy, and the transparency of software and AI systems, cooperation is often more effective than binding commitments. Overly strict rules may have unintended consequences, such as limiting regulators' capacity to enforce certain rules, safeguard personal data, and ensure algorithmic fairness and accountability. A cooperative approach, by contrast, preserves the flexibility policymakers need to respond to the rapid evolution of technology.

As you negotiate, we trust you will take these views to deliver an agreement that benefits consumers on both sides. We are available for further discussion.

Yours sincerely,

**Boonyuen Siritam, Chairperson,**

**Thailand Consumers Council**

**Agustín Reyna, Director General,**

**BEUC, European Consumer Organisation**