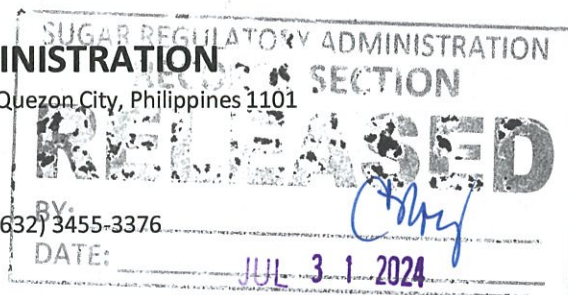




Republic of the Philippines
Department of Agriculture

SUGAR REGULATORY ADMINISTRATION

Sugar Center Bldg., North Avenue, Diliman, Quezon City, Philippines 1101
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MEMO-PPSPD-2024-Jul-054

July 30, 2024

MEMORANDUM CIRCULAR NO. 10 Series of 2024

TO : ALL SRA STAKEHOLDERS

FROM : 
PABLO LUIS S. AZCONA
Administrator and CEO

SUBJECT : PARTICIPATION TO THE ASEAN CONSUMER EMPOWERMENT
INDEX (ACEI) 2024 SURVEY

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The Consumer Affairs & Advocacy Bureau (CAAB) of the Department of Trade & Industry (DTI) seeks the assistance of the Sugar Regulatory Administration (SRA) to encourage the participation of its stakeholders to the survey on the implementation of the ASEAN Consumer Empowerment Index (ACEI) 2024. The ASEAN Consumer Empowerment Index (ACEI) is a key initiative under the ASEAN Strategic Action Plan on Consumer Protection (ASAPCP) 2016-2025, which aims to gauge the level of awareness, knowledge and skills of consumers in ASEAN including the Philippines.

With this regard, all SRA Stakeholders are encouraged to participate in the ACEI Survey through the survey link <http://bit.ly/ACEI2024PH>.

Thank you.



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