



The Regulatory Reform Pillar (RRp) is part of the **ASEAN-UK Economic Integration Programme (EIP)**, a UK-supported initiative that aims to reduce development barriers across ASEAN Member States.

Regulatory Reform Pillar

Building a more predictable, trusted, and innovation-ready regulatory environment across ASEAN

Our Objectives

The EIP–Regulatory Reform Pillar aims to strengthen regulatory and standards systems across ASEAN to create a more predictable, efficient and transparent business environment. It supports economic growth by reducing unnecessary regulatory burdens, improving legal certainty, and strengthening protections for consumers and workers, particularly for micro, small and medium-sized enterprises (MSMEs).

The pillar responds to demand from governments, regulators and the private sector to modernise regulatory frameworks, improve product safety and intellectual property regimes, and deploy digital solutions that support national reform priorities while advancing regional alignment.

The pillar workstreams are led by the Office for Product Safety and Standards (OPSS, the consumer product safety and good regulatory practices workstreams), Intellectual Property Office (IPO, the IP workstream) and, the British Standards Institution (BSI, standards and national quality infrastructure workstream).

Why It Matters

Fragmented, outdated and inconsistent regulations increase costs and uncertainty for businesses operating across ASEAN. Regulatory reform helps unlock investment, enable fair competition and build trust in markets.

By strengthening regulatory quality, standards and intellectual property systems, the pillar supports MSME competitiveness, innovation and women’s economic participation, while ensuring consumers are better protected and businesses can trade with confidence across the region.

Priority and Cross-Cutting Areas

The EIP–Regulatory Reform pillar supports ASEAN Member States across four core areas:

➤ **Good Regulatory Practices**

Supporting governments to review, streamline and modernise regulations to reduce unnecessary burdens, increase legal certainty, and improve the overall business environment.

➤ **Consumer Product Safety**

Enhancing consumer product safety regimes to better protect consumers, build trust in markets, and create fair conditions for compliant businesses to compete.

➤ **Standards and National Quality Infrastructure**

Strengthening standards systems, conformity assessment and accreditation frameworks to improve product quality and safety, and support greater regional and international alignment.

➤ **Intellectual Property Protection and Enforcement**

Supporting stronger IP frameworks, with a focus on MSMEs and women-led enterprises, to promote innovation, protect rights in the digital economy, and encourage formalisation.

RRp applies a GEDSI (Gender Equality, Disability and Social Inclusion) lens across the four workstreams, with a primary focus on Gender Equality and Social Inclusion. RRp includes the concerns of MSMEs as a group within social inclusion.

RRp promotes the harnessing of the benefits of digitalisation where appropriate and possible within the scale of the pillar and where it is believed that the ASEAN Secretariat and national governments have the capacity to sustain the digitalised system(s).

ASEAN-UK Economic Integration Programme (EIP)

A programme of the Foreign, Commonwealth & Development Office (FCDO) in partnership with the Association of Southeast Asian Nations (ASEAN), implemented by Cadmus and the Office for Product Safety and Standards (OPSS)

RRp continues to explore ways to align and collaborate with other ASEAN EIP pillars and other development partners (e.g. [GIZ](#)) who are developing and implementing digital systems to deliver the most efficient and effective outcomes.

Our Support

The EIP–Regulatory Reform Pillar provides targeted capacity and capability building to ASEAN Member States in four keyways, working both regionally and bilaterally:

- **Insights and Direction**
Supporting evidence-based regulatory reform by helping governments generate, analyse and apply data to inform policymaking, prioritise reforms, and strengthen strategic decision-making.
- **Innovation and Demonstration**
Designing, testing and showcasing innovative regulatory approaches, particularly digital solutions, that address nationally identified challenges and improve regulatory delivery.
- **Scaling and Integration**
Supporting the adoption and expansion of effective regulatory practices, embedding them within national systems and ASEAN cooperation mechanisms to promote regional alignment.
- **Capability and Confidence**
Building the skills, tools and institutional readiness of regulators and policymakers to design, implement and oversee modern, inclusive and future-proof regulatory systems.

Our Approach

- **Evidence-driven** – grounded in data, diagnostics, and lessons from ASEAN Member States.
- **Collaborative** – linking governments, regulators, and private-sector partners for shared learning and delivery.

- **Scalable** – embedding what works into systems and institutions for lasting impact.
- **Country-led** – aligned with national priorities within an ASEAN-agreed framework.
- **Adaptive** – refining approaches based on results and feedback.

Our Mandate

A regionally endorsed framework for cooperation:

The Regulatory Reform pillar is grounded in a structured, consensus-driven partnership between the UK Government and ASEAN. The pillar is delivered in close coordination with ASEAN sectoral bodies and is aligned with regionally agreed priorities on regulatory quality, standards, consumer product safety and intellectual property.

Through this mandate, the Regulatory Reform pillar provides a coherent framework for collaboration between ASEAN Member States and UK partners, supporting coordinated action to modernise regulatory systems and strengthen regional alignment.

Efficient access for ASEAN Member States:

This mandate enables ASEAN Member States (AMS) to access targeted regulatory reform support efficiently, without the need for burdensome additional regional approvals or complex bilateral arrangements. This reduces administrative friction and accelerates delivery, ensuring support is mobilised where demand, readiness and reform commitment are strongest.

Flexible national implementation with regional alignment:

This approach allows activities to begin with one or several AMS and expand into wider regional cooperation where this maximises impact and learning. All support is co-designed with national counterparts and EIP partners to ensure country ownership, transparency, and coherence with ASEAN priorities, while contributing to longer-term regional harmonisation.