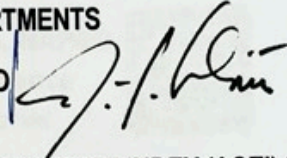


**LOCATOR ADVISORY 2024- 003**

To: **ALL SBMA REGISTERED BUSINESS ENTERPRISES (RBEs)**  
**ALL OTHER CONCERNED ENTITIES**  
**ALL OTHER CONCERNED STAKEHOLDERS**  
**ALL CONCERNED SBMA DEPARTMENTS**

From: **ENGR. EDUARDO JOSE L. ALIÑO**   
Chairman and Administrator

Subject: **2024 ASEAN CONSUMER EMPOWERMENT INDEX (ACEI) SURVEY**

Date: July 16, 2024

This has reference to the Fiscal Incentives Review Board (FIRB) Memorandum dated 15 July 2024 on the "2024 ASEAN Consumer Empowerment Index Survey" herewith enclosed. Please be guided of the following:

1. This is to strongly encourage all SBMA RBEs, other registered entities and all other concerned stakeholders to participate and accomplish the 2024 ASEAN Consumer Empowerment Index (ACEI) Survey.
2. The said Survey is accessible via the QR Code or the below link:  
**<https://bit.ly/ACEI2024PH>**
3. As aide memoire, the conduct of this survey is among the key initiatives of the ASEAN Strategic Action Plan for Consumer Protection (ASAPCP) 2016- 2025, which aims to measure the awareness and knowledge of consumers across the ASEAN region, as well as their perceptions on several issues, including fundamental consumer rights and critical concerns related to specific sectors or products. The ACEI Survey is also intended to provide the necessary evidence for creating appropriate consumer protection policies and ensuring effective law implementation within ASEAN countries and the ASEAN region.
4. Your preferential action and support for this undertaking shall be highly appreciated.
5. Thank you.



Encl. a/s

EJLA/vfr/pml/ya/psig  
