



الهيئة السعودية للمواصفات والمقاييس والجودة  
Saudi Standards, Metrology and Quality Org.

# Consumer Safety in the Digital Age

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- Current population around 32 Million
- Land size just over 2 Million KM square
- Households with fixed broadband access at 3.3 Million
- Mobile broadband subscription at 24 Million
- SASO is tasked with ensuring safe products sold in the market
- Vast majority of consumer goods are imported
- New initiatives in place dedicated to addressing Consumer Safety challenges
- IT agenda is banking on mass broadband availability to consumers

# Our Ambitions | National Transformation Program



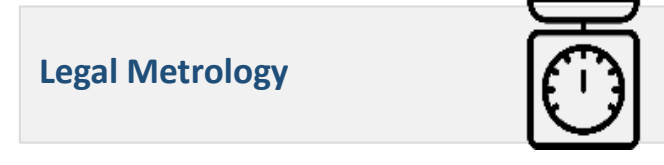
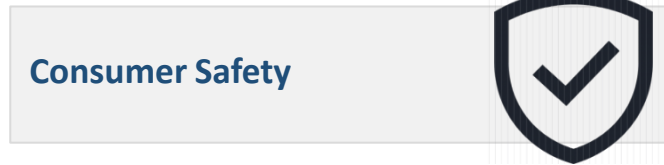
An Ambitious Nation



A Thriving Economy



A Vibrant Society



SASO is keen on including consumers and business owners on shared platforms that would increase efficiency, raise performance, and ensure transparency:

- Standards e-Manual
- Quality Mark System
- Energy Efficiency e-Services portal
- Certificate of Conformity System
- Quality Award web services
- Accreditation e-Services



# Our Agenda | Innovative Solution

## Entity

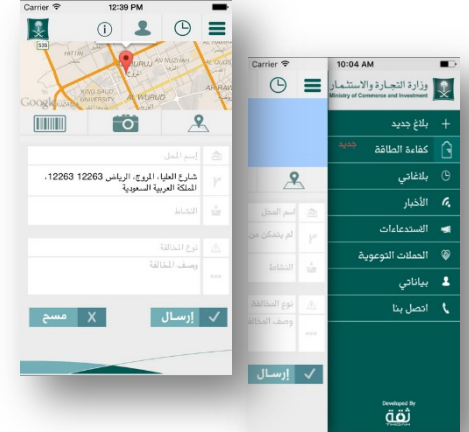


## Mobile App

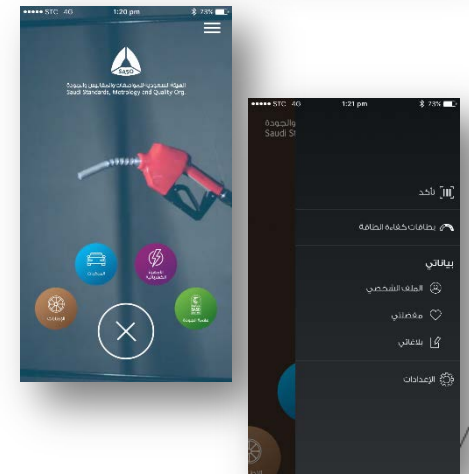


## Description

- The consumer is able to report a commercial violation case, and it will be logged and addressed



- This application allows the consumer to verify the validity of the quality mark and energy efficiency labels



## Entity

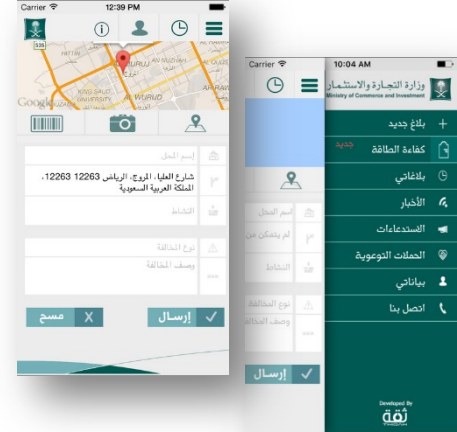


## Mobile App



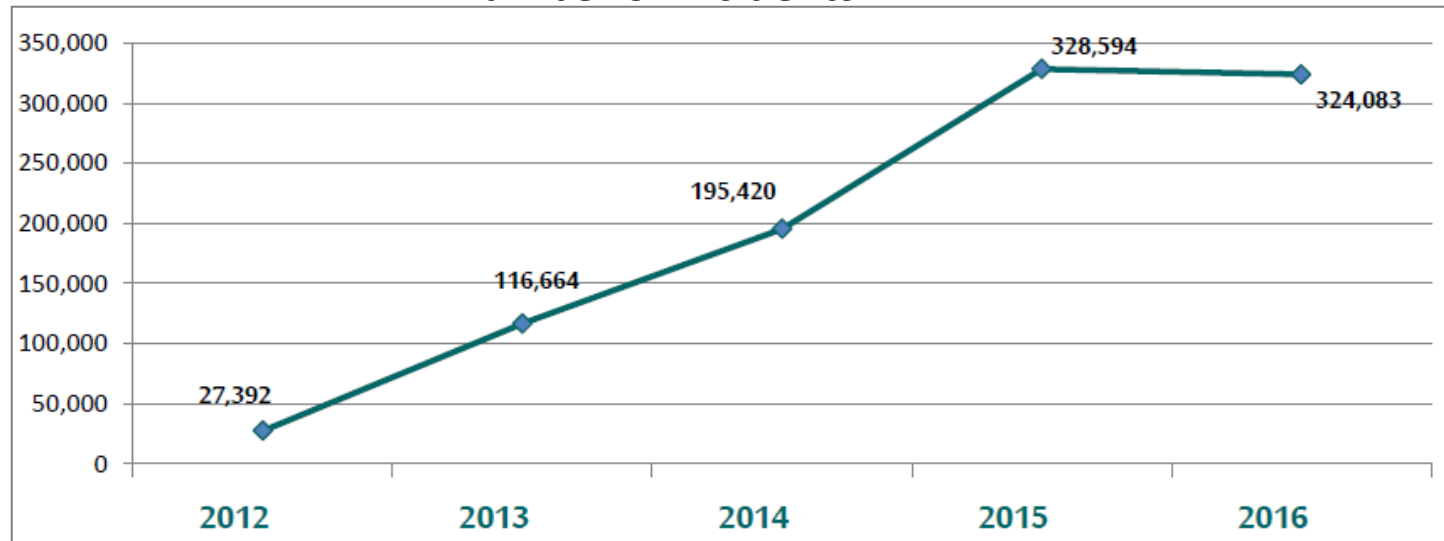
## Description

- The consumer is able to report a commercial fraud case, and it will be logged and treated



Such conveniences to the consumer can only exist because of wide spread availability of Internet access

Number of Incidents



# Our Agenda | Innovative Solution

## Entity

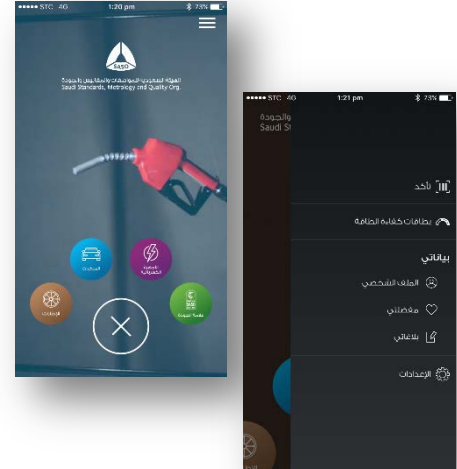


## Mobile App



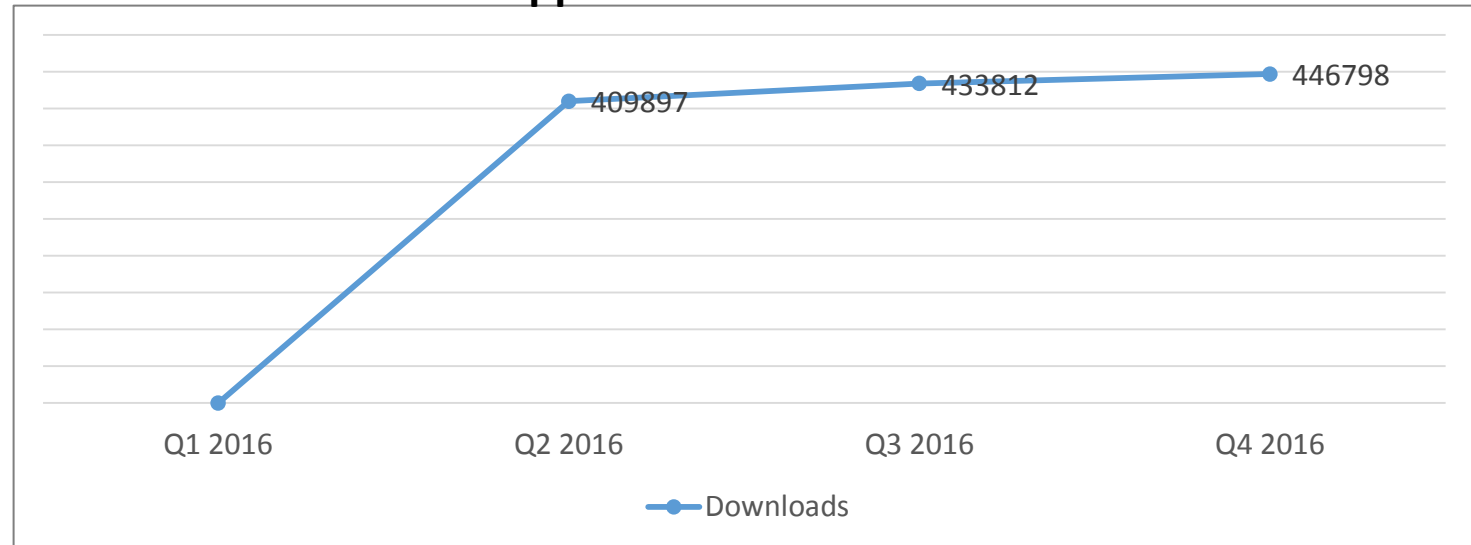
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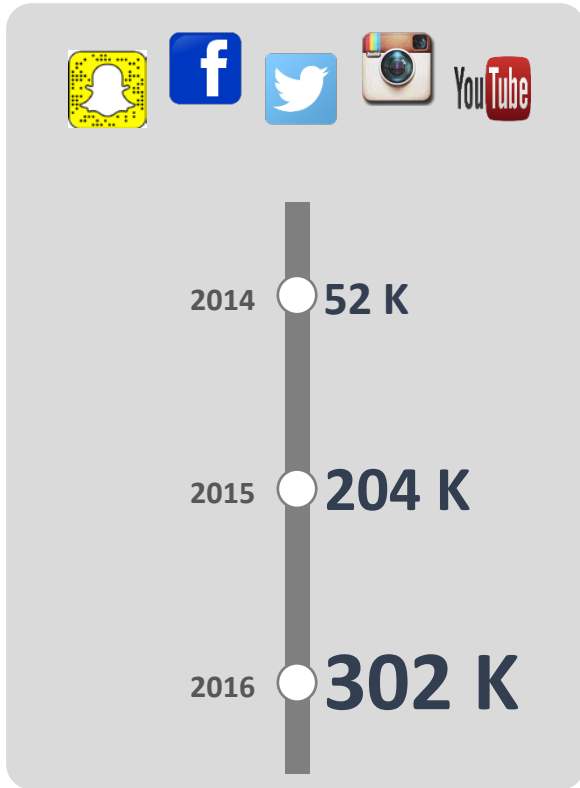
High consumer demand for mobile Apps that allows them to monitor and control their shopping experience

App Downloads





## Followers in Social Media



## Examples of Awareness Materials



- Continue pushing for rapid expansion of broadband access
- Expanding innovative mobile tools for the consumer
- Emphasizing the importance of e-Commerce and e-Communications to business owners
- Strengthening e-Governance of consumer goods
- Enhancing and unifying related standards, such as: bar-code and QR code
- Working to ensure that Broad Band services becomes a available for everyone



# Thank You

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