



As financial markets become increasingly sophisticated and greater choices of new products are offered as a result of financial innovations and technological changes combined with intense competition for customers; the importance of financial education and consumer protection has now been greatly recognized. Consumers should have adequate financial knowledge and understanding of the complexity and risks associated with financial products in order to make sound decisions and protect themselves against fraud and deception.

For the aforementioned reasons, the Bank of Thailand has established the Financial Consumer Protection Center (FCC) which aims to systematically enhance the Bank of Thailand's financial consumer protection mandate. The FCC will seek to help consumers resolve grievances and protect their rights with regard to financial services and products, as well as equip them with the financial knowledge necessary to facilitate sound financial decisions. The two main responsibilities of FCC are as follows:

1. To serve as a one-stop service center for financial complaints and enquiries pertaining to financial services provided by the financial institutions and companies under the Bank of Thailand's supervision as well as services regarding government bonds and debt securities, banknotes and foreign exchange provided by the Bank of Thailand itself.
2. To equip consumers with financial knowledge in order to raise awareness and understanding of consumer rights and responsibilities, avoid becoming victims of frauds, and enable informed decision making on financial products and services.

The FCC has started its operation since 13<sup>th</sup> January 2012. The contact details are as follows:

1. Hotline number 1213
  - Call center agents: operating hours during 8.30 – 12.00 and 13.00 - 16.30 from Monday to Friday.
  - Automated phone information service: available 24 hours a day, 7 days a week.
2. Facsimile number 02-283-6151
3. E-mail address: [FCC@bot.or.th](mailto:FCC@bot.or.th)
4. Address: Financial Consumer Protection Center  
Bank of Thailand Headquarters  
Building 3, 5<sup>th</sup> floor,  
273 Samsen road, Bangkhunprom  
Phra Nakhon, Bangkok 10200

The FCC plans to relocate its office to Surawongse Office in 2013.