



WORLD CONGRESS

UNLOCKING CONSUMER POWER

18-21 NOVEMBER 2015
BRASILIA

DELIVERING
A NEW

VISION FOR

CONSUMER
EMPOWERMENT



GOVERNO FEDERAL
BRASIL
PÁTRIA EDUCADORA

DON'T MISS OUT-
REGISTER NOW!
consumersinternational.org

**WE LIVE IN A FAST
CHANGING WORLD,**

**WHERE MARKETS REACH FAR BEYOND NATIONAL
BOUNDARIES, CONSUMERS EVERYWHERE ARE
AFFECTED BY POOR CORPORATE PRACTICE
AND CONSUMER INJUSTICE ARISES IN
A COMPLEX GLOBAL MARKET....**

...Yet, imagine a world where
individuals are as powerful
as the governments and
corporations they interact with,
a **global marketplace** where
consumers have the power to
challenge unfair, and unethical
practice – **and win!**

HOW DO WE MAKE CONSUMER RIGHTS THE MOST POWERFUL AGENT FOR CHANGE IN THE WORLD?

JOIN US FOR
THIS ONCE IN



4 YEAR INTERACTIVE
EVENT...

FEATURING: WORLD CLASS EXPERT SPEAKERS!



Explore and debate
with high profile
leaders of consumer
groups, governments
and business.

Find out about new
thinking and ideas
across a full range
of consumer issues.

Discuss and exchange
views with consumer
empowerment
experts from a
round the globe.

What works?
Hear from consumer
colleagues'
campaigning
experiences from
across the globe.

18-21 NOVEMBER 2015
BRASILIA

Register at
consumersinternational.org

DELEGATE REGISTRATION

Registration is open all day.

CONFERENCE
MARKETPLACE

Visit displays and stands including: Consumers International, Highlights of campaigns and advocacy from around the world, Members area displaying their projects and activities. Partner exhibitions within the Conference Marketplace hosted by consumidor.gov.br

SIDE EVENTS

Created and run by our Members and partners – make sure you arrive early for these, as at past events they've proved extremely popular!

WELCOME COCKTAILS

Welcome cocktail reception for delegates, hosted by Congress co-hosts SENACON.

Morning

OPENING KEYNOTE
& WELCOME

- ▶ Consumers International Director General
- ▶ Co-host Secretary of the National Consumer Bureau (SENACON)
- ▶ Welcome address from Official Senior Representative of Brazil's Government
- ▶ Welcome address from the President of Consumers International.

BREAK

Tea and coffee will be provided.

OPPORTUNITIES &
CHALLENGES FOR
CONSUMERS IN A FAST
CHANGING WORLD

- ▶ How can we support consumers to challenge unfair global corporate practices – and win?
- ▶ What are the important opportunities to drive positive change for consumers and deliver social and economic benefit?

Explore and debate with a number of international voices, and consider the new and emerging context for consumer rights advocacy and campaigning in an increasingly digitalised and globalised world.

This session will focus on major areas of influence and change, including international decision-making and global markets.

Join us for these facilitated keynotes and interactive panel discussion.



WTO, UN &
other global
speakers



DELIVERING POSITIVE CHANGE — BRINGING ALIVE THE NEWLY REVISED UNGCP



- ▶ How do we ensure governments around the globe deliver?
- ▶ How can we incentivise engagement and implementation by business?
- ▶ Can the implementation of the UN Guidelines for Consumer Protection (UNGCP) benefit the delivery of the UN Sustainable Development Goals?

Discuss the revised UNGCP, and its implementation.

Join us for this facilitated interactive panel discussion.



Speaker announcement to follow

LUNCH BREAK

Lunch will be provided.



Afternoon

A CONSUMER BILL OF RIGHTS FOR THE INTERNET



Speaker announcement to follow

INSPIRING CONSUMERS TO DELIVER IMPACT IN GLOBAL MARKETS



Interact with leaders from Consumers International's membership and external international NGOs and debate on how multi-country campaigning can deliver impact in global markets today.

NEW WAYS TO REACH OUT & GAIN SUPPORT TO DELIVER CHANGE



More information to be published shortly.

BREAK

Tea and coffee will be provided.



SUCCESS STORIES FROM CONSUMERS INTERNATIONAL MEMBERS



Choose from selected examples of effective campaigns and advocacy to discover **how Consumers International Members around the globe are making a positive impact** across a range of key consumer issues.

GOING MAINSTREAM — DELIVERING RELEVANCE FOR MODERN CONSUMERS



More information to be published shortly.

Evening

CONSUMERS INTERNATIONAL GALA DINNER & 25TH ANNIVERSARY CELEBRATION OF CONSUMER PROTECTION IN BRAZIL



More information to be published shortly.

Morning

GLOBAL CONSUMER TRENDS



Explore how and why brand building is a vital tool for **nurturing valuable relationships** with consumers based on trust, authenticity and reputation.

WHAT'S THE FUTURE FOR 'TRADITIONAL' METHODS OF SERVING CONSUMERS?



Effective consumer protection and empowerment ensures that people everywhere are treated with fairness in the marketplace. In our digitalised world, **how can changing technologies affect the ways consumers engage with each other and business?**

BREAK



Tea and coffee will be provided.

INSIGHT FROM INSIDE GOVERNMENT



- How can consumer groups collaborate with the official system to make change for the common good?
- How can we get governments to listen and act on policy change?

Engage with Government officials as they discuss the ways consumer groups can be heard, in order to drive positive change for people and society.

SUCCESS STORIES FROM CONSUMERS INTERNATIONAL MEMBERS



Choose from selected examples of effective campaigns and advocacy to discover **how Consumers International Members around the globe are making a positive impact.**

LUNCH BREAK



Lunch will be provided.

Afternoon

INNOVATING AND ENGAGING TO DELIVER BETTER VALUE FOR CONSUMERS



Take part in sessions designed to demonstrate examples of innovation and engagement with the marketplace to deliver consumer empowerment.

CHOOSE ONE SEMINAR FROM BELOW:



Innovation in redress including showcasing consumidor.gov.br from Brazil and ideas from USA, Middle East and Europe



The growth of the collaborative economy & what it means for consumers



Helping consumers save money

3 EXCITING SEMINARS!



COMMON CONSUMER ISSUES & COLLECTIVE ACTION

Discuss and debate the potential for collective action across a range of common consumer issues, from Consumers International's priority programmes and key issues, with experts from civil society, government and business.

CHOOSE ONE SEMINAR FROM SESSION 1, AND ANOTHER FROM SESSION 2:

8 EXCITING SEMINARS!

SESSION 1



From anti-biotic resistance to obesity

How do we stop the food industry creating a global health crisis?



Standards today, legislation tomorrow

How can the international consumer movement have greater impact?



Sustainable consumption

What can the private sector and consumer groups do?



Energy

Delivering better value for consumers, success stories from Consumers International Members.

BREAK

Tea and coffee will be provided.



SESSION 2



Tourism & travel

The world's second largest market – What battles do we need to fight?



Multi-lateral trade

Placing consumers at the heart of trade: towards a positive consumer agenda for trade and multi-lateral trade agreements.



Consumers in the digital age

Putting the consumer at the wheel in a world driven by data – how are we empowered in the global marketplace?



Financial services

How do we root out bad practices and drive responsible lending?

CLOSING KEYNOTE

How can consumers realise their power in a digitalised world?



Global digital expert



CLOSING ADDRESS



DAY 4

SATURDAY 21 NOVEMBER 2015

GENERAL ASSEMBLY

Constitutional reform, Presidential and Council elections.



CI FULL
MEMBERS
ONLY

REGIONAL CONNECTION MEMBER MEETINGS

Networking sessions within smaller language groups.



CI
MEMBERSHIP
ONLY

DON'T

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REGISTER NOW

consumersinternational.org



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