

WORLD CONGRESS

UNLOCKING CONSUMER POWER

18-21 NOVEMBER 2015 BRASILIA

DELIVERING ANEW VISION FOR

CONSUMER CONSUMER EMPONERS ENTERNAME ENTERNAME





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?





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.

DAY 2

THURSDAY 19 NOVEMBER 2015

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

ACTIVITY KEY















DELIVERING POSITIVE CHANGE — BRINGING ALIVE THE NEWLY REVISED UNGCP





More information to be published shortly.

NEW WAYS TO REACH

OUT & GAIN SUPPORT

TO DELIVER CHANGE

How do we ensure governments around the globe deliver?

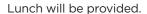
- ► How can we incentivise engagement and implementation by business?
- Can the implementation of the UN Guidelines for Consumer Protection (UNGCP) benefit the delivery of the UN Sustainable Development Goals?

Discuss the revised UNGCP, and its implementation.

Join us for this facilitated interactive panel discussion.



LUNCH BREAK





Afternoon

A CONSUMER BILL OF RIGHTS FOR THE INTERNET





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.

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?



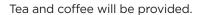
Sustainable consumption
What can the private sector and consumer groups do?



Energy

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

BREAK





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?



Financia services

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

CLOSING KEYNOTE

How can consumers realise their power in a digitalised world?





CLOSING ADDRESS



GENERAL ASSEMBLY

Constitutional reform, Presidential and Council elections.





REGIONAL CONNECTION MEMBER MEETINGS



Networking sessions within smaller language groups.



DONT NISS OUT! REGISTER NOW consumersinternational.org



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Charity Registration No. 1122155 Company Registration No. 433786