

The World Consumers Rights Day 15th March 2005

World Consumer Rights Day is an annual occasion for solidarity within the international consumer movement. This day is for promoting the basic rights of all consumers, for demanding that those rights be respected and protected. It is also a day for performance of seminars and awareness campaigns together with consumer rights advocacy organisations (NGOs).

World Consumers Rights Day dates back to 15 March 1962, the day when US President John F Kennedy made a landmark speech before Congress at which he outlined four basic consumer rights:

- satisfaction of basic needs
- safety of use
- be well informed
- make the correct choices

The 4 basic rights were supplemented by 4 further consumer rights;

- to be heard
- to get redress
- to get better consumer education
- to live in a healthy environment

In 1983 the UN formally declared 15 March as World Consumer Rights Day.

On 9 April 1985 the UN General Assembly adopted the UN Guidelines of Consumer Protection.

Today, the Consumer Protection Department (CPD at Ministry of Economy) together with the Albanian Consumer Association (ACA) will celebrate the **World Consumer Rights Day** in a joint event on **March 15, 2005**.

The agenda for the 15th March 2005:

1. Seminar on awareness and Consumer Protection at the Tirana International conference hall.
2. Re-opening of the first advisory centre of ACA in Tirana.