

Consumer Protection Department / 02.12.2004  
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## Report

### Short notes: participation at the “Klik Ekspo International Fair 2004”

Consumer protection Department with support of 2003 CARDS Regional Program, “*Market Surveillance System Support to the Ministry of Economy in Albania*” Project, and the German Agency for Cooperation (GTZ), has participated in “International fair trade 2004” organized by Klik Ekspo Klik. This activity was held 25 - 30 November 2004 at the International Culture Centre.

The objective of CPD participation in this activity was:

- Presentation of CPD activity according to consumer protection rights and market surveillance
- Gain experience in advocacy of CPD with consumers and economic operators
- Promote public awareness about common level of consumer protection
- Promote the need for effective enforcement of protection rules
- Feedback from consumers or business representatives in a direct manner.

The fair trade provided an opportunity to reach the consumers of Tirana and other cities of Albania.

In its pavilion CPD was presented with:

1. Banner in which were the logo of CPD, CARDS Programme and GTZ office.
2. Copies of legal framework for CPD activity
  - Law no.9135, date.11.09.2004 “*On Consumer Protection*”
  - Order no.75, date 17.03.2004 “*On approval of Coordinative Council of Consumer Protection Members*”
  - Regulation of Coordinative Council function.
3. Informative materials of CPD activity:
  - Leaflet about CPD and market surveillance activities and the EU 10 basic principles on Consumer Protection
  - Leaflet about CPD activity in the field of consumer protection
4. Other informative and awareness materials:
  - Posters with different messages for consumers, “*10 basic principles on consumer protection in EU*”, “*Ministry of Economy Wish*”, “*Consume safe milk*”,
  - TV Documentary “*Respect yourself*”, etc.
5. Package bags with different messages for consumers printed on it, and in fair trade they were distributed for visitors.
6. Continues screening of messages on CPD activity, the rights and principles of consumer protection etc.

In “International Trade Fair 2004” exhibition has been widely attended by the Albanian businesses and consumers. We can mention the representation of some producer and importer companies of goods, such as:

*Food stuff:*

- dairy, honey, vegetables and fruits processing, bio vegetables and fruits,
- alcoholic drinks, raki, wine and beer, non alcoholic drinks, fruits juice, mineral and natural water, etc.

*Non food stuff:*

- Clothes and different textiles;
- Wood processing , furniture;
- Artistic products and souvenir;
- Constructive materials ;
- As well as different tourist services etc.

Business pavilion served also as the trade centres for consumers.

During Trade Fair there was a high visibility interest of visitors for the CPD stand. This was expressed in the take away of leaflets, Law no.9135, date 11.09.2003, “On Consumer Protection” brochures, as well as printed package bags. Also, the visitors were interested for CPD activity, expressed through their different questions, we can mention some of the frequently asked questions:

- Is CPD an executive or consultative structure?
- What is the role of CPD in the direct control of market?
- What is the relations between CPD and ACA?
- How can we be members of ACA?
- How can we interpret the basic principles on Consumer Protection?
- Who is the authority which is in charge of unfair competition?

During the Trade Fair CPD staff noticed the following:

- The missing of labelling in Albanian language in some of the products exposed
- The invalid expiry date in one food product.

CPD considers its participation in this activity, as first experience, useful and effectual, regarding the interest of visitors as well as of the representative companies in this Trade fair.