



For Immediate Release

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Euroconsumers' International Forum Kicks off on the 2nd December
Responsible and sustainable innovation in the post-Covid economy

Brussels – 23 November – Euroconsumers third Annual International Forum will take place on the 2nd December, from 14:00 to 18:30 CET, under the high level patronage of both the European Commission and the Latin American Parlamento do Mercosul (Mercosur Parliament).

Euroconsumers is excited to announce that the Annual International Forum is expanding this year to include European and Mercosur countries. The hybrid model will be made up of an in-person hub in São Paulo and interactive digital channels streaming from Europe available across the world. Indeed in Brussels, although initially planned to be on site and online, the event had to go fully digital due to the deteriorating covid situation in Belgium. Notwithstanding such adverse circumstances, Euroconsumers will guarantee to be on air! With a pragmatic and very positive mood that it wants to transfer to partners, speakers, participants and all consumers.

High-level decision makers, business leaders, academics, consumer experts and more, from a diverse range of countries, will come together to discuss the burning issues that are affecting consumers today and will shape our tomorrow, such as Artificial Intelligence, sustainability, innovation, class actions and more. Through the power of dialogue, fostered by Euroconsumers, this Forum aims to explore how consumers can be at the center of a renewed, sustainable, post-Covid economy, driving change not merely as weak subjects in need of protection, but as demanding prosumers pushing for innovation and economic development amid the green and digital transition.

Speakers will include leading EU policy makers, such as **Commissioner for Justice and Consumers Didier Reynders, former EU Council President Herman Van Rompuy, and former President of the European Commission Romano Prodi.** Next to discussions on

some of the main trends and challenges in consumption relations, there will also be an opportunity to hear about the new and current joint initiatives from Euroconsumers and key market players. Katrina Sichel, the well-known Brussels based moderator and communication specialist, will be the anchorwoman of the event for the European channels

The agenda of the Forum may be found [here](#).

Both the in-depth expertise from attending policy, business and consumer leaders, and the scale captured by a unique cross-continental broadcasting experience, will turn Euroconsumers' International Forum into **a truly unique and comprehensive dialogue on the presence, and future, of consumerism.**

“It’s an exciting time in consumer issues,” said **Marco Pierani, Director of Public Affairs & Media Relations at Euroconsumers.** “With great potential, and risk, with digital and green transitions. Our job as a consumer organisation must be to not only guide consumers through this period of change, but to empower them to reap the considerable benefits.”

“There’s a lot happening in the world right now,” said **Els Bruggeman, Head of Policy and Enforcement at Euroconsumers.** “And it can be understandably confusing for consumers. This forum is both taking stock of where we are on key, hot-button issues affecting consumers across the world, and looking ahead to where we’re going.”

You can register for the Forum here: <https://www.euroconsumersforum2021.com/>

About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world’s leading consumer cluster in innovative information, personalised services and defence of consumer’s rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.