



Ministerio de
Desarrollo Productivo
Argentina

Secretaría de
Comercio Interior

Dirección Nacional de
Defensa del Consumidor
y Arbitraje del Consumo

Strategies for Effective Outreach to Consumers and Business to Promote Product Safety

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NATIONAL DIRECTORATE FOR CONSUMER PROTECTION (DNDC) ARGENTINA

The DNDC is the Argentinian authority that carries out actions related to the application and control of consumer protection policies, among them:

- to strengthen national and regional cooperation capabilities with the aim of allowing early detection of unsafe consumer products;
 - to enhance consumer awareness and business education;
 - to promote the visibility, clarity and accessibility of information, with special emphasis on protecting hyper-vulnerable consumers.
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CONSUMER PRODUCT SAFETY



LEGAL FRAMEWORK

- **Act N° 24.240 art. 5°:** “Things and services must be supplied or provided in such a way that, used under foreseeable or normal conditions of use, they do not present any danger to the health or physical integrity of the consumers or users”
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- **Decree N° 1798/94 art. 4°:** “The suppliers of goods or services that, after its introduction in the consumer market, have knowledge of their hazardousness, should immediately communicate this circumstance to the competent authorities and to the consumers through sufficient publicity announcements”.
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CONSUMER PRODUCT SAFETY



LEGAL FRAMEWORK

- **Resolution N° 808/17 (Internalize Resolution N° 4 – GMG/MERCOSUR):** Procedure on Alert and Withdrawal of Products and Services considered potentially harmful or dangerous.
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- **Draft Consumer Defense Code:** providers will be obliged to inform consumers with the highest possible standard, in order to make them fully aware of their rights and obligations, weighing the degree of vulnerability of each consumer.
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CONSUMER AWARENESS AND BUSINESS EDUCATION



Argentinian School of Education for Consumption (EAEC)

Promotes free online training courses for both consumers and suppliers, associations, national and international organizations, officials and professionals.

Also coordinates Mercosur School and participates on FIAG Cathedra

<https://www.argentina.gob.ar/produccion/defensadelconsumidor/escuela-argentina-de-educacion-en-consumo>

CONSUMER AWARENESS AND BUSINESS EDUCATION



NETWORKS

- CAJ
 - “EL ESTADO EN TU BARRIO”
 - CONABIP
 - CONSUMER ORGANIZATIONS
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CONSUMER AWARENESS AND BUSINESS EDUCATION

Social Media Campaigns



To raise awareness to consumers about product safety, mainly on special dates such as Childhood Day, Christmas Eve, Hot Sale, etc.

CONSUMER AWARENESS AND BUSINESS EDUCATION

Social Media
Campaigns



“Toys must have the Safety Product seal”



CONSUMER AWARENESS AND BUSINESS EDUCATION

Social Media Campaigns



“Toys must indicate the age range for which they are suitable”



CONSUMER AWARENESS AND BUSINESS EDUCATION

Social Media Campaigns



“It ´s recommended to look for referencies of the product and seller before buying”





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Thank you!
