



**Ad Hoc Expert Meeting on Consumer Protection: The interface between  
competition and consumer policies**

Geneva, 12 to 13 July 2012

# **Session 5: Discussion on the need to revise the UN Guidelines on Consumer Protection**

## **Presentation by Bob Bolema, the Netherlands**

The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.



Consumentenautoriteit  
*Ministerie van Economische Zaken,  
Landbouw en Innovatie*

# Consumer Protection in the Netherlands

Issues concerning  
UN Consumer Protection  
Guidelines

13 juli 2012



## Some main principles of consumer policy

- to increase consumer prosperity and enable consumers to make well-founded choices and stand up for their own interests

### Objectives

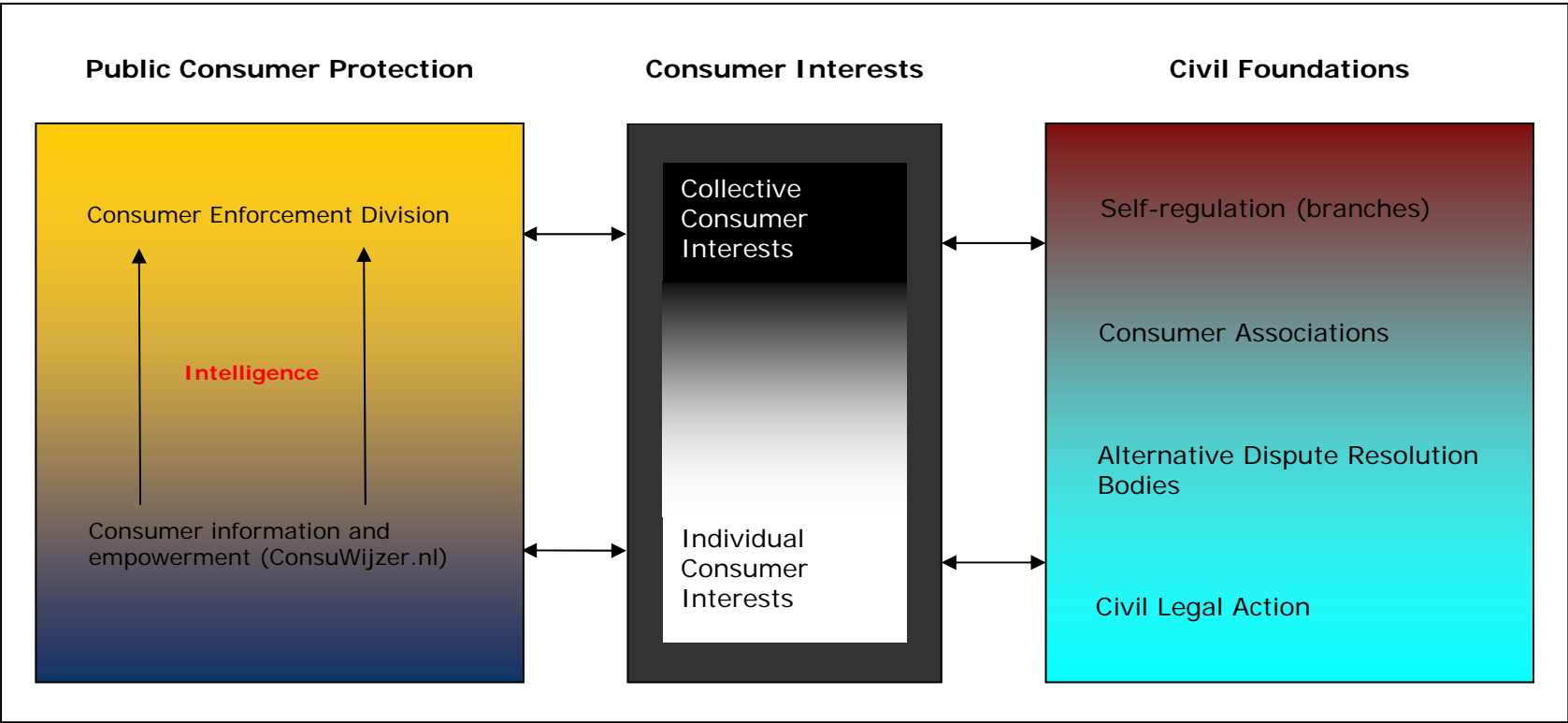
- Disseminate knowledge of rights and obligations
- Handle individual complaints and disputes
- Handle collective complaints

### Mission of Consumer Authority

*To promote fair trade between businesses and consumers based on the economic interests of the consumers.*



# NL landscape of consumerprotection





# Empowerment of consumers

Main principles:

- well-informed and assertive consumers discipline the markets,
- promote competition; and
- prevent infringements of the law

*empowerment and enforcement go hand in hand*

Task of authority:

Empower consumers by → providing consumers with information and guidance through a shared helpdesk with other authorities



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