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Statement

Iran

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**Ninth Session of the Intergovernmental Group of Experts on Consumer
Protection Law and Policy (IGE)
Geneva, 6–8 July 2026**

Mr. Chair,

The delegation of the Islamic Republic of Iran aligns itself with the statements delivered by the Group of 77 and China and the Asia-Pacific Group.

Allow me to congratulate you on your election and assure you of my delegation's full support. We also thank the UNCTAD secretariat for the excellent preparation of this session.

Consumer protection is a fundamental pillar of sustainable development, inclusive economic growth and social justice. It promotes fair competition, strengthens market transparency and consumer confidence, and contributes to the implementation of the 2030 Agenda for Sustainable Development. We commend UNCTAD for its leadership in advancing international cooperation and the exchange of best practices in this field.

Mr. Chair,

The rapid expansion of digital markets, e-commerce and artificial intelligence has transformed consumer markets worldwide. While these developments create new opportunities, they also introduce challenges such as deceptive commercial practices, unsafe products sold online, misuse of personal data, algorithmic discrimination and growing complexities in cross-border enforcement.

These challenges require adaptive legal frameworks, effective enforcement, empowered consumers and stronger international cooperation, particularly for developing countries.

The Islamic Republic of Iran considers consumer protection an essential component of its economic governance. The Consumer Protection Act of 2009 and its subsequent amendments provide a comprehensive legal framework for safeguarding consumer rights and promoting transparency and fair commercial practices.

As part of its digital transformation strategy, the Ministry of Industry, Mine and Trade has modernized market governance through integrated digital platforms. A notable achievement is the **Integrated Inspection Management System (SIMBA)**, which digitalizes consumer complaints, supports market inspections, facilitates electronic transmission of violation cases to competent authorities and strengthens coordination among supervisory institutions. Through its integration with the national complaint portal (124), SIMBA has enhanced transparency, efficiency and public participation in market oversight.

Iran has also strengthened consumer protection in digital markets, enhanced product safety, improved complaint handling and alternative dispute resolution, promoted consumer

education and digital literacy, and encouraged cooperation among public institutions, consumer associations and the private sector.

Recognizing the importance of consumer protection, Iran has designated **28 February (9 Esfand)** as the **National Consumer Protection Day**, during which outstanding enterprises committed to consumer rights are honoured. We also welcome UNCTAD's Voluntary Peer Review mechanism and remain ready to benefit from this valuable process.

Mr. Chair,

My delegation welcomes the adoption of the **United Nations Principles for Consumer Product Safety (A/RES/80/119)** and emphasizes the importance of effective information-sharing, stronger market surveillance, product traceability and technical assistance for developing countries.

Artificial intelligence also presents significant opportunities and challenges. Its application should be guided by transparency, accountability, fairness and full respect for consumer rights. We encourage UNCTAD to continue supporting developing countries through technical assistance and capacity-building in this area.

We also appreciate UNCTAD's initiative in developing the **World Consumer Protection Map** and encourage Member States to contribute actively to its further development.

Looking ahead, we emphasize three priorities:

- Expanding technical assistance and capacity-building for developing countries;
- Promoting South–South and triangular cooperation;
- Strengthening international cooperation against unsafe and counterfeit products in digital markets.

My delegation also underlines that unilateral coercive measures, imposed in violation of international law and the Charter of the United Nations, undermine consumer welfare by restricting countries' ability to strengthen regulatory institutions, access technology and participate effectively in international cooperation. Consumer welfare should never become a casualty of such measures.

Mr. Chair,

In conclusion, the Islamic Republic of Iran reaffirms its commitment to multilateral cooperation within UNCTAD. We remain committed to working closely with Member States and the UNCTAD secretariat to advance the effective implementation of the United Nations Guidelines for Consumer Protection and to promote safer, more transparent and consumer-centred markets for the benefit of all.

I thank you, Mr. Chair.