

Press kit

**Informal Meeting of Consumer Protection Ministers,
18 - 19.04.2024, Egmont Palace, Brussels**



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Detailed agenda commented with press opportunities

Friday 19 April

07:00	Media centre opens (Orange Room) <i>Continuous availability of coffee and drinks</i>
08:00	Start doorstep and handshake by State Secretary Alexia Bertrand
08:15	Arrival of the delegations, doorsteps & handshakes
09:00	Start of the Informal Council Photo opportunity at the beginning of the session (3 minutes). Opening remarks (not open to the media)
	Round table 1
10:50	Family photo (photo opportunity)
11:20	Round table 2
13:00	Lunch for journalists provided (Orange Room)
14:30	Press conference (Sax Room) <ul style="list-style-type: none">Accredited media will be able to attend the press conference to conclude the informal meeting of Consumer Protection Ministers. The Belgian Presidency and the European commissioner will make a statement. This will be followed by a live Q&A. The press conference will be broadcast live on the channels of the Belgian Presidency.

Background information

European consumer protection ministers will meet to exchange views on the various challenges currently facing consumer policy.

For this purpose, a specific programme has been designed, encompassing various topics, including:

Introduction to the Belgian System for Providing Information on Used Vehicle Purchases

With an increasing number of consumers opting for the used vehicle market, Belgium has implemented an official information document incorporating the vehicle's mileage history (Car-Pass). This system, presented as a best practice, aims to combat odometer fraud and strengthen consumer protection and the internal market in the EU. Implementing similar systems across the European Union would not only foster cooperation and information exchange between Member States, but also play a crucial role in detecting cross-border fraud and facilitating data exchange for vehicles traded between different countries. Furthermore, such a system is in line with the long-term goal of transitioning to a circular economy by encouraging the purchase of second-hand vehicles.

Sustainable e-commerce

The parcel delivery industry, driven by the growth of online shopping, encounters environmental issues due to more delivery vehicles. Solving the 'last mile' problem involves addressing logistical issues like including fragmented deliveries, underutilized delivery vehicles, missed deliveries and an increase in returns.

The Impact of Artificial Intelligence (AI)

The rapid and massive rise of artificial intelligence (AI) in everyday life, including within the e-commerce sector and the way consumers shop online, is a key point for discussion. Companies leveraging AI software, where algorithms continuously analyse data, can significantly shape consumers' buying behaviour. Specific focus areas, including price personalisation and dark patterns, will be thoroughly examined.

Accessibility of Financial Services

Emphasis is placed on consumers' right to access useful and affordable financial services, especially in the context of the digitalization of these services. Furthermore, the role of

payment methods in official currency (cash and proposed digital euro) to ensure financial inclusion of vulnerable consumer groups are to be discussed.

Influencer Marketing

The unclear separation between editorial and commercial content by influencers puts the consumer in a weak position. The lack of transparency, misleading information or the targeting of minors are among key issues among which the ministers will be encouraged to give an opinion on.

The effectiveness of European Consumer Protection Enforcement

The current CPC Regulation has created the basis for cross-border enforcement by allowing national authorities to jointly address breaches of consumer law and take coordinated action to put a stop to widespread infringements. However, past surveys and studies reveal shortcomings in the realization of this objective. As a result, the informal meeting will focus on concrete solutions to address these problems.

Website and sources

Website	www.belgium24.eu
Website FPS Economy	Belgian presidency of the Council of the European Union FPS Economy
WhatsApp	https://whatsapp.com/channel/0029VaFqS8T4yltFsRomvU2m
X	https://www.x.com/EU2024BE
Threads	https://www.threads.net/EU2024BE
Facebook	https://www.facebook.com/EU2024BE
Instagram	https://www.instagram.com/EU2024BE
LinkedIn	https://www.linkedin.com/showcase/eu2024be/
YouTube	https://www.youtube.com/@EU2024BE
Flickr	https://www.flickr.com/photos/EU2024BE/albums
Hashtag	#EU2024BE