

*“I certainly had the sense that our mission as a consumer interest group is shared by many across the world”*

*Attending and Reporting, Cliff Robb, ACCI Immediate Past President*

I was fortunate to attend the 20<sup>th</sup> **Consumers International (CI) World Congress** held in Brasilia this past November (2015). It was an honor to attend as a representative of ACCI, as I was able to experience several firsts. It was my first time in Brazil, my first time at a conference like CI, my first time trying to order a hamburger in Portuguese, and yes, even my first time in a Brazilian night club with individuals from at least 6 different countries. As one of more than 700 delegates, I certainly had the sense that our mission as a consumer interest group is shared by many across the world. It was encouraging to see so many motivated, dedicated consumer advocates in one place, all sharing ideas and thinking about how consumers might best be served in an increasingly global market. I was glad to see that many of the discussions had research elements to them, and even though this conference did not really have sessions dedicated to research presentations as a point of focus, many of the initiatives and ideas discussed were supported with data.

Pulling off a conference of this size was no small feat, and the Brazilian government, along with industry partners, provided excellent support to ensure a smooth conference experience. Based on my experience at the conference, I see some potential ways in which ACCI can become a more involved member of CI.

First, I was somewhat surprised at how many individuals I met who were not aware of ACCI (because we are so important!), though to be fair I also did not recognize the organizations or groups they represented either.

I think that this presents a wonderful opportunity, as we might consider proposing a sponsored session (for this we might consider utilizing the Journal as a platform) for directed and applied consumer research. I believe that the audience would be interested in the work that our membership is doing, and this would be a great way to bridge the gap between those that research consumer problems and those working to make policy changes in countries across the world.

I also believe that our membership would be encouraged by the success stories shared by CI members on a myriad of consumer issues, including health, food safety, energy, financial services, consumer protection, business practices, consumer education, and sustainability, just to name a few.

For a more comprehensive look, please see the Prezi on member success stories here: [http://prezi.com/rs-1rahhfces/?utm\\_campaign=share&utm\\_medium=copy&rc=ex0share](http://prezi.com/rs-1rahhfces/?utm_campaign=share&utm_medium=copy&rc=ex0share).

I thank each and every one of you for what you do as members of our organization, ACCI, and am very grateful for opportunities like this that truly serve to expand my world view. We are doing important work. There is a market for our research. We can improve these connections and grow our impact and truly make a difference in consumers' lives at a global level.

*There is a market for our research. We can improve these connections and grow our impact and truly make a difference in consumers' lives at a global level.*