

*Ms. Sadie Homer*  
Senior Standards Officer, Head  
Office, Consumers International

12:00-12:15 *Questions and answers*

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12:15-13:30 *Lunch*

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13:30-13:50 **Establishing a consumer protection society in Syria: challenges, aims and future directions**

*Dr. Ghiath Sumainah*  
Professor, Department of Food  
Science, University of Damascus,  
Syria

13:50-14:10 **Current consumer priorities and the role of standards: the case of Egypt**

*Dr. Mohammed Fahmi Seddic*  
Vice-President, Egyptian Central  
Consumer Association

14:10-14:30 **How consumers can help in market surveillance**

*Mr. Malcolm Bassett*  
Principal Policy Advisor, Consumers'  
Association, United Kingdom

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14:30-15:00 *Coffee/tea break*

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15:00-16:30 **Questions and answers**  
**Panel discussion**

Panel Chair:  
*Folke Hermanson Snickars*  
Business Manager, International  
Training, SIS, Sweden  
**Conference speakers**

16:30-16:50 **Conclusions: What next for the region?**

*Dr. Mahmoud Eisa*

17:00 **Close of the workshop**



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ISO WORKSHOP



## Consumer protection and empowerment through standards awareness

Cairo, Egypt  
**5 April 2004**





## Consumer protection and empowerment through standards awareness

5 April 2004

Helnan Shepheard Hotel, Cairo

structures and trends for consumer involvement in standards.

Finally, participants will explore particular challenges and priorities for consumers in standardization, in the region.

As a tool for consumer protection, standards are often underestimated. This workshop will seek to raise awareness of the potential for standards to help make products and services respond better to consumers' needs for safety, reliability and quality.

This workshop has been organized at the kind invitation of the Egyptian Organization for Standardization and Quality Control (EOS), with support from the Swedish International Development Cooperation Agency (Sida).

Active participation of all stakeholders in the process of standards-making is a prerequisite for the success of that process. In turn, it is an opportunity for stakeholders to benefit fully from the improved safety, fitness for purpose, environmental protection, and other aspects of products and services defined by standards. The value of this partnership between consumers and standards, and their relationship to legislation, is not always recognized.

Among the many stakeholders in the development of standards are representatives from industry, trade, government, professionals and consumers. While some stakeholders are already well represented in standards work, other groups, such as consumers, have traditionally had fewer opportunities to participate.

Workshop participants will have the opportunity to explore issues relating to standardization and consumer representation, and develop awareness of these activities at the national, regional and international levels. Furthermore, speakers will address the current

## Programme

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- 09:00-09:30 **Registration**
- 09:30-10:30 **Opening session**  
**Presentation of issues and objectives**  
*Dr. Mahmoud Eisa*  
President of EOS  
*Eng. Esam Hanafi*  
Regional Office, Cairo – Arab Industrial Development and Mining Organization (AIDMO)  
*Dr. Anwar Raslan*  
Chairman of the Union of Consumer Associations  
*Ms. Caroline Warne*  
ISO/COPOLCO Chair  
*Mr. Alan Bryden*  
ISO Secretary-General  
*H.E. Dr. Ali El Saeidi*  
Minister of Industry and Technological Development
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- 10:30-11:00 *Coffee/tea break*
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- 11:00-11:20 **Reconciling facilitation of trade and consumer protection through relevant international standards**  
*Mr. Alan Bryden*  
ISO Secretary-General
- 11:20-11:40 **Consumer involvement in standards: a reality or a dream?**  
*Ms. Caroline Warne*  
ISO/COPOLCO Chair  
*Ms. Dana Kissinger-Matray*  
ISO/COPOLCO Secretary
- 11:40-12:00 **How consumer protection organizations can help to raise awareness of standards**  
*Mr. Amadou Kanoute*  
Regional Director for Africa, Consumers International

