

JIM GUEST OPENING REMARKS AT WORLD CONGRESS

Good morning and greetings. I'm Jim Guest, President of Consumers International, and I am so pleased to announce that as of this moment the 20th World Congress of Consumers International is officially open and we're now underway.

My dear friends, colleagues, members of CI, and leaders and supporters of the global consumer movement, it is my great pleasure to welcome you to this historic Congress. I'm pleased to report that we have a record number of CI members gathered here this week from all regions of the world. And a new record, over 700 total persons, have registered for the Congress.

I also want to welcome some special guests who have joined us this morning and several of whom you will hear from over the next two days: [TK]

It is especially appropriate to be holding this Congress here in Brazil, a country that has been a pioneer for consumer protection in Latin America -- from the introduction of the Consumer Protection Code exactly 25 years ago, to the adoption in 2014 of the Internet Framework (Marco Civil da Internet), one of the most advanced laws for the Internet anywhere in the world,

I want to give a special thanks to SENACON, our co-host of the Congress. Under the tireless, hard-working, dedicated leadership of its fabulous [TK]

Juliana de Perriera da Silva, SENACON has worked hand-in-hand with CI's Director General Amanda Long and the CI staff to produce this impressive World Congress. Juliana, on behalf of all of us here at the Congress, thank you so much from the bottom of our heart.

Consumers International -- 240 members strong -- has come a long way since we were formed 55 years ago with just five members. And indeed, CI has come a long way since our last World Congress four years ago in Hong Kong. You'll be

learning a lot in the next few days about CI's progress in recent years and, even more important, about CI's plans to be increasingly stronger and stronger and stronger for consumers everywhere in the years ahead.

Let there be no doubt. As members of CI, we are committed -- those of you who are here, and those of you in the movement who could not be here -- we are committed to fighting as hard and as long as it takes to secure basic consumer rights and to achieve a fair, safe and sustainable marketplace for individuals and families wherever in the world they happen to live.

We are gathered at a time of fundamental changes in the way consumers are impacted in the marketplace. And that means, going forward, CI must address fundamental strategic questions -- in this rapidly changing, increasingly globalized, and increasingly digitalized world -- on how we can most effectively make the consumer movement relevant and immediate in people's daily lives.

As Amanda will describe, it means that in order to be ever more powerful and successful for consumers, among other things we in the movement must embrace huge new opportunities in this digital age for communication, mobilization, action and results. And it means we must work together -- more than ever before -- in a focused, consistent, unified fashion.

I am confident that CI today has the dynamic leadership it needs for this new era -- beginning with our extraordinary Director General Amanda Long. Further, through the hard work and commitment of the CI Council, working alongside Amanda and with input from a range of Members, CI has a clear, smart, focused, ambitious strategy to deliver ever more impact for consumers around the globe in the years ahead. At the heart of it, is collaboration with Members.

As it says in the preamble of the updated, upgraded constitution that I very much hope we will adopt at the General Assembly on Saturday, and I quote: “CI’s greatest strength is the depth and breadth of our Membership across the globe. Our members around the world bring energy, insight, expertise and unrivalled

potential to empower consumers. They are the backbone -- you are the backbone -- of what Consumers International delivers to achieve major impact in advancing consumer rights and empowerment across the world.”

Before turning to Amanda, I want to leave you -- as CI Members and leaders of the worldwide consumer movement -- with this final thought. United in solidarity, we can succeed. United in solidarity we will succeed. United in solidarity, when we all leave this 20th World Congress, we can and we will -- forcefully, persistently, courageously -- unlock power for all consumers throughout this fast-changing world.

Thank you very much.