



Ministry of Industry Investment & Commerce

Jamaica's **Business** Ministry



An Agency of the Ministry of Industry, Investment and Commerce
Protecting Your Rights, Securing Our Future

HAPPY WORLD CONSUMER RIGHTS DAY 2024, JAMAICA

Today, March 15, 2024, we join the global community in observing WORLD CONSUMER RIGHTS DAY and we reflect on Jamaica's commitment to consumer rights and the progress made since this observation started on March 15, 1983. We are dedicated to raising awareness about consumer rights and advocating for more robust consumer protection measures worldwide.

The Ministry of Industry, Investment, and Commerce (MIIC) and its agency, the Consumer Affairs Commission, endorse this year's theme, "Consumer and Technology: Are you protected?". The theme highlights the intersection of consumer rights with the rapidly evolving technology sector, particularly in healthcare, banking, commerce, and trade. The protection and empowerment of consumers stand as a pivotal strategic priority for MIIC, underscoring our dedication to fostering a business environment where consumer rights are a cornerstone of market confidence and business integrity.

In our role as Jamaica's Business Ministry, we acknowledge the transformative impact of technology

on business innovation and efficiency. The surge in consumer interaction with established and emerging technologies, especially in domains like e-commerce, online banking, and data protection, signifies a shift in the economic and social landscape. This shift is mirrored in Jamaica, where discussions around artificial intelligence, e-commerce, online banking, and data protection are increasingly prevalent.

These technological portals present vast opportunities for businesses to prioritize environments safeguarding consumer safety, privacy, and data security. When digital products and services balance innovation with inclusivity and affordability, both consumers and businesses benefit substantially. Achieving this balance requires overcoming challenges through collaborative efforts, knowledge sharing, and cross-sector cooperation among consumer organizations, businesses, governments, and civil society.

The Consumer Affairs Commission, a regional leader in consumer protection, is committed to leveraging technological advancements to enhance consumer rights and responsibilities. Our goal extends beyond merely informing and protecting consumers; we strive to ensure consumer rights advance with new business practices in the ever-changing marketplace.

This World Consumer Rights Day, let us reaffirm our commitment to a marketplace where technology drives economic growth and underpins safe, fair, and transparent consumer-business relationships.



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AUBYN HILL
MINISTER OF INDUSTRY,
INVESTMENT AND COMMERCE