

Visit to Brazil

November 14-21, 2015

Global Green Action Week Partners' Meeting

George Cheriyan participated in the Global Green Action Week Partners' Meeting in Brasilia during November 15-17, 2015. The meeting was held in a beautiful training centre on the bank of South Lake, maintained by the Province of St John Bosco on the outskirts of Brasilia. The purposes of the meeting was mainly four: Evaluation of Green Action Week (GAW) so far, thematic development of organic food production and marketing, make a joint contribution to the development of future campaign organisation and to make a joint contribution to thematic approach to GAW in future.



The workshop commenced with a field visit to the rural Brazil and interaction with groups, involved in organic farming and women's groups involved in preparation of organic food. Two days were mainly for presentations and discussions on tackling different aspects of our purposes. Sara and Eva from Swedish Society for Nature Conservation (SSNC) facilitated the meeting and about 10 representatives from various partners attended the meeting. Cheriyan made two presentations and actively participated in the discussions and group activities.

Consumers International World Congress

The 20th Consumers International (CI) World Congress was held in Brasilia, Brazil from 18-21 November 2015 under the theme 'Unlocking Consumer Power: A new vision for the global marketplace'. Cheriyan participated in the Consumer International World Congress and side event under GAW on November 18, 2015. He spoke in two sessions on strategies for GAW and also attended sessions on Eco-labelling.



On November 19, 2016 Her Excellency the President of Brazil Dilma Rousseff inaugurated the World Congress. Brazil's Minister of Justice, José Eduardo Cardozo; Juliana Pereira da Silva the National Secretary of Consumers for the Ministry of Justice in Brazil; Guillermo Valles, Director of the Division for International Trade in Goods and Services, and Commodities, UNCTAD who delivered a message from UN Secretary General Ban Ki-moon, Jim Guest (President, CI) and CI Director General Amanda Long

were other speakers in the inaugural session. More than 700 delegates attended the World Congress. C Viswanath, Secretary, Ministry of Consumer Affairs, Government of India, represented Government of India at the CI World Congress in Brazil and spoke in a session.

Cheriyen spoke in the session on *'How do we root out bad practices and drive responsible lending'* on November 20, 2015. Kate McKee, Senior Adviser, Consultative Group to Assist the Poor (CGAP), US chaired the session. Dmitriy Yanin (Russia), Maria Inés Dolci (Brazil) and Norma P. Garcia (US) were the other speakers in the session. Cheriyen also responded to questions from the participants.



CI General Assembly

Cheriyen attended the General Assembly on November 21, 2015. He initiated the discussions on the special resolution. In the election held to the CI Council got elected to the Council of Consumers International (CI) in the General Assembly held in Brasilia, Brazil on November 21, 2015. Bart Combée, President, Consumentenbond, Netherlands and 13 members are elected to the Council. Consumers International (CI) is

an authoritative global voice for consumers, with over 240 Member organisations in 120 countries.

Election to CI Council

[\(Please see press release\)](#)