



Addis Ababa, January 31 (WIC) - The Trade Practice and Consumers Protection Authority (TACAP) urged the public, traders and stakeholders to join hands in fighting illicit trade practices in the country.

Authority Consumers Affairs Directorate Director Girma Alemar told EH that designing and complying with effective enforcement strategies are central to the success of consumer protection from unfair and illegal market practices.

The authority has been working on awareness creation with a view to promoting informed consumer choice and safety in the purchase of goods and services besides supporting and building the capacity of consumer cooperatives, Girma said.

He said that the authority has been executing a lot of activities besides undergoing a major overhaul and restructuring tasks since its establishment last April.

In a bid to promote its mandate, the authority has organized awareness creation campaigns reaching more than 10 thousand stakeholders in Addis Ababa and states.

Currently, preparation is completed to conduct similar campaigns to reach close to 10 thousand people across the country, he added.

Girma said: “The mandate of market regulation is of Ministry of Trade and not ours. The authority's mandate is dealing with mergers, curtailing the activities of businesses which prevent or restrict competition as well as controlling advertisements of goods and services in accordance with health and safety requirements. In addition, it also has the judicial power to

adjudicate and impose administrative or civil sanctions.”

He also said that due to the awareness creation efforts, many people have been able to come up with comments and complaints which led us to establish a legal body so as to deal with questions and complaints of the public.

The Authority was established by Proclamation 685/2010 with the objective of safeguarding the rights and privileges of consumers to inspect goods and enhance the efficiency of trade.