



# MEDIA RELEASE

## DR CRAIG EMERSON

Minister for Small Business, Independent Contractors and the Service Economy  
Minister for Competition Policy and Consumer Affairs  
Minister Assisting the Finance Minister on Deregulation

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28 August 2009

### **ACCC to lead international network to combat consumer scams**

The Australian Competition and Consumer Commission (ACCC) will take up leadership of the International Consumer Protection and Enforcement Network (ICPEN), Competition Policy and Consumer Affairs Minister Dr Craig Emerson announced today.

ICPEN is a global network of more than 40 countries focussed on enhancing consumer protection by increasing cooperation between enforcement agencies.

Dr Emerson said ACCC Deputy Chair Peter Kell will take on the role of ICPEN President – a position previously occupied by a representative of France's consumer protection agency.

"This is a fabulous appointment for the ACCC and enhances its reputation as one of the world's leading consumer protection agencies," Dr Emerson said.

"As part of the presidency, the ACCC will lead international efforts to curb consumer risks and contribute to effective consumer protection."

Dr Emerson said international co-operation aims to stem cross-border marketing malpractice.

The network also aims to share information about cross-border commercial activities that may affect consumer interests.

"Consumers everywhere enjoy greater choice in a global marketplace, especially online," Dr Emerson said.

"But there are also greater opportunities for scammers and fraudsters to target consumers.

"Online health cure scams, fake lotteries and deceptive marketing claims confront consumers daily. This type of misconduct is increasingly international in nature, requiring a global enforcement response," he said.

In Sydney in November the ACCC will host consumer protection officials from the region and around the world to discuss emerging issues and consumer protection enforcement trends.

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