

April, 29th 2011

To the kind attention of
Consumer Associations attending CI World Congress
Consumers International Direction

**Re: 2015 Consumers international world congress
and Milano International EXPO 2015**

ACU and Altroconsumo, the only Italian consumer associations full members of CI, are proud to put forward the candidacy of Milan as the seat for the 20th CI World Congress in 2015.

As you know, Milan has been designated as the site of **EXPO 2015 "UNIVERSAL EXPOSITION MILANO 2015, ITALY"**. The local organizing committee is going to set the Expo agenda with several events and meetings, all about the theme chosen for this Expo: **"Feeding the Planet, Energy for Life"**. The theme was chosen and conceived in order to embrace the entire range of problems inherent in food and human nutrition, but, at the same time, to offer a variety of interpretations, allowing the participants to provide their own specific viewpoint.

Both ACU and Altroconsumo have their headquarters in the city of Milan.

ACU (Italian Association of Consumers and Users) is a non-profit organisation established in 1984. ACU has local offices in all the Italian regions but the main seat has always been in Milan.

The history of ACU is focused on the battles against food industry opacity and lack of information to consumers, under the former name AGRISALUS and, more recently, on the supporting and promoting of ethical and responsible consumption, as it is certified by the fact that ACU is a founding member of the ethical fair-trade network 'Fairtrade TransFair Italy'.

Altroconsumo too has had its headquarter in Milan, since its beginnings in 1973, when it was established with the former name of Comitato Difesa Consumatori. In 1978 Altroconsumo joined BEUC (Bureau Européen des Union des Consommateurs) and in 1990 become full member of CI. Today Altroconsumo with its 300.000 members is one of the leading consumers' organisation of Italy, running comparative tests and making surveys on consumerist topics.

But let's go back to the theme of EXPO 2015 **"Feeding the Planet, Energy for Life"**. Food is not only the man's primary fuel, the vital energy of the planet, but it covers also the whole spectrum of issues relating to the goal of sustainable development, including the delicate questions surrounding the environment, energy and eco - compatibility.

Therefore, EXPO 2015 will be an opportunity not to be missed in order to illustrate the point of view of

consumers' organizations to the vast and qualified audience that will attend the EXPO.

The main theme of the 2015 CI Word Congress could be about how all consumers should act in order to protect their rights in today's globalised world.

Other issues of the World Congress in 2015 could be:

- The protection of natural resources in order to increase the income of both developed and underdeveloped countries
- The ways to modify consumption styles in order to struggle with both hunger and obesity
- The Internet age is a sign of freedom but Internet age requires a balanced approach to avoid abuses
- Risks and opportunities of new communications tools, especially the ones addressed to youngest people
- The counterfeiting monitoring but within the frame of fair competition rules, avoiding new form of protectionism
- The consumers' opinion about fair financial services to be part of the evaluation tool box of FSB and policy makers and governors of the financial institutions.

As a movement to secure fair, safe and sustainable future for consumers in a global marketplace, CI should take the opportunity to gather an audience where less developed countries are well represented. As some 157 nations are members of BIE (Bureau International des Expositions), it

must be underlined that a huge number of countries will participate at EXPO 2015, which will open on 1st May and close on 31st October.

The organizing Committee of EXPO 2015 has been informally contacted about the possibility of hosting CI congress and has welcomed the idea with pleasure.

We hope that the Governance bodies of CI will consider the opportunity of this candidacy and, in case of a positive decision, we will be pleased to fully collaborate with CI staff in order to ensure a successful undertaking.

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