

<p align="justify">◆</p><p align="justify">◆</p><p align="justify">The Consumer Research and Resource Centre and its new Journal the CRRC Consumer Review were launched by Prof.

Emeritus Dr Mohamed Ariff Abdul Kareem on 20 March 2010 in conjunction with World

Consumer Rights Day 2010.</p><p align="justify">
Datuk Marimuthu Nadason, Chairman

of the Board of Directors and also President of FOMCA explained that consumer issues have

become increasingly complex. The new forces affecting and shaping consumer protection and

interests include globalization, increasing food and energy process, water shortages and

climate change issues. </p> Another very powerful force affecting not only current consumers

but also the next generation of consumers is technology.◆ Through internet and the new social

media, corporations can directly reach children and youths bypassing the role of parents as the

gatekeeper.◆ In Malaysia, the most popular website for children is that of a fast-food chain.◆

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Domestically, it is clear that government◆s role is also becoming more

restrained due to the global forces affecting consumers.◆ Certainly, Governments can enhance

consumer protection and consumer welfare through appropriate laws, policies, enforcement and

programs but the nature of globalization and that of technology means their influence is

increasingly limited.</p><p align="justify">
Due to the complexity of issues, the consumer

movement, to remain relevant and effective needs to evolve.◆ Simplistic solutions will no longer

do. The consumer movement needs a more strategic and long-term approach in addressing

consumer issues.</p><p align="justify">
The Consumer Research and Resource Centre

was thus formed to take a strategic and long-term approach in consumer protection and

consumer welfare.◆ Formed on 16 September 2008, the CRRC undertakes research and

studies on issues related to consumer protection including food prices and food security, public

transport, healthcare, crime in the neighborhood and local government issues.◆ </p><p

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To date CRRC is monitoring food prices of thirty five food items,

undertaking research on household expenditures, consumption patterns of children and youths,

marketing of junk food and toys to children, and organized s roundtable discussion on food

prices and food security.◆ CRRC also conducts an on-going research on what consumers in

rural and urban communities consider as important consumer issues affecting their lives.◆

CRRC also undertakes studies on current consumer laws to towards enhancing consumer

protection and consumer welfare.</p><p align="justify">
In the future, CRRC will be

conducting research on public◆transport, healthcare, impact of removal of subsidies on the

consumer, internet usage of children and youths and financial literacy levels of children and

youths.</p><p align="justify">
CRRC is also working with FOMCA on areas of consumer,

media literacy and financial literacy education.
CRRC◆s new Journal, CRRC Consumer

Review was also launched.◆ The first edition focused on issues of food prices and foods

security, food safety, consumer laws, corporate responsibility, youths spending behavior and

marketing to children.◆ The Journal seeks to influence policy makers, industry and civil society

leaders towards enhancing consumer protection and consumer welfare.</p><p

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In his speech Prof. Emeritus Datuk Dr. Arief emphasized on the need for a

competition policy to enhance consumer interests, gradual removal of all form of subsidies

except those based on need for those who deserve it, and the importance of the goods and

services tax. He also emphasized the importance of the consumer movement to educate the

consumers of their rights and responsibilities.
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