



## CPB JOINS CONSUMERS INTERNATIONAL AS A UK MEMBER, STRENGTHENING CONSUMER PROTECTION ON A GLOBAL SCALE

Westminster, 11 February 2025

The Consumer Protection Bureau (CPB) is proud to announce its official membership in Consumers International, the world's leading consumer advocacy network. This milestone underscores CPB's commitment to championing consumer rights, promoting ethical business practices, and driving policy change in the UK and beyond.

### 1. A Global Alliance for Consumer Rights

Consumers International unites over 200 consumer organisations across 100+ countries, working to ensure fair markets, digital rights, and sustainability in the global economy. CPB's inclusion in this prestigious network strengthens its role in international consumer protection, giving UK consumers a more powerful voice in shaping global standards.

“This is a defining moment for CPB and a major step forward in our mission to protect consumers,” said **Yousouf Jhugroo, CPB’s Managing Director**. “Through this membership, we gain access to unparalleled expertise, global best practices, and policy-shaping opportunities that will help us advocate for stronger consumer rights in an ever-evolving marketplace.”



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**Helena Leurent, Director General of Consumers International, welcomed CPB to the network:**

“We are delighted to welcome the Consumer Protection Bureau (CPB), expanding our network as the marketplace grows in both complexity and opportunity. Together with our 200 members, we unite in a shared vision which is resistant to shock and protects and empowers consumers.”

## 2. A STRONGER FUTURE FOR UK CONSUMERS

**By joining Consumers International, CPB will:**

- **Strengthen consumer protections** in key sectors such as **finance, e-commerce, digital rights, and sustainability**
- **Collaborate with global leaders** to influence consumer policies and corporate accountability.
- **Enhance advocacy efforts**, ensuring UK businesses comply with ethical and fair market practices.
- **Gain access to cutting-edge research and data** to inform policy recommendations and consumer rights strategies.

As CPB steps onto the global stage, it remains committed to empowering UK consumers, advocating for market fairness, and holding businesses accountable.

## 3. JOIN THE MOVEMENT

This partnership marks the beginning of an exciting new chapter for CPB and the millions of UK consumers it represents.

CPB is expanding its initiatives, including upcoming **certification programmes** through the **Digital Trade Alliance (DTA)** to recognise and promote ethical businesses.

Consumers, businesses, and policymakers are invited to support CPB's mission for a **fairer, safer, and more transparent marketplace**.  
**For more information**, visit [www.consumerprotectionbureau.co.uk](http://www.consumerprotectionbureau.co.uk)



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## 4. ABOUT CPB

The **Consumer Protection Bureau (CPB)** is an independent organisation dedicated to advocating for consumer rights and ensuring businesses uphold fair trade and regulatory standards. CPB provides guidance, enforcement support, and soon, certification programmes to promote ethical consumer practices and safeguard public trust.

## 5. ABOUT CONSUMERS INTERNATIONAL

**Consumers International** is the global voice for consumers, working alongside governments, businesses, and civil society to create a **fair, safe, and sustainable marketplace for all**. Through its vast network, it drives impactful policy changes and promotes responsible corporate conduct worldwide.

- CPB – Empowering Consumers, Enforcing Standards.

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