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RDCM *Personalia* Corner

• The 35th Anniversary of APC Romania: Devotion on serving consumers

Note from the Editor-in-Chief: The 24th International Congress of the International Association of the Distributive Trade (A.I.D.A. Brussels), organized in Bucharest, at Athénée Palace Hilton, on 18-19 May 1998, had a challenging central theme: “Retailers and Suppliers with shared ambitions to improve profit performance by continuously improving the quality of their service to consumers” (the reception dinner took place at the National Military Circle; the second evening, at the Palace of the Parliament, took place a Romanian folklore show performed by the Romanian Army's artistic ensemble). An important item on the congress agenda was consumer protection. From the very beginning of the Congress (the first two speakers), for instance, Riccardo Garosci (Vice President of Economic and Monetary Commission of the European Parliament; European Rapporteur for „Green Book for European Commerce”; President of the “Commerce and Distribution” Intergroup of the European Parliament) made reference to significant aspects. Then, Jean-Jacques Van Den Heede (Vice-President ACNielsen) highlighted, among other aspects, the new type of relationship with consumers. As various aspects of people’s lives are impacted by our consumer behavior, it is worth remembering that in Marketing it is well-known how the debate on the topic of the Moment/Moments of Truth has been ongoing for decades, increasing even in the last 20 years (Awareness/Stimulus, ZMOT, FMOT, SMOT, TMOT, AMOT) in line with the developments specific to the digital age, shared experiences affecting every moment of truth and trust impressions being formed by shared expressions. As a marketing subject, consumers are changeable, evolving in relation to the economic, social, political and technological environment, and the generation, conversion and application of knowledge in context manifests itself accordingly (in the value chain), competence requiring understanding, feeding and development. In the everyday life of consumers, it is increasingly obvious the need to pay due attention to manipulative approaches (messages in black and white; playing with our emotions; subconscious influences - it is known that, in general, the subconscious mind acts by association) in the context of overloading consumers with information and multiplying states of anxiety, making a distinction between influence and manipulation.



The 35th Anniversary of APC Romania: Devotion on serving consumers



On February 10, 2025 took place a memorable interactive event in respect of a unique substantial activity. It was a truly memorable experience, confirming how important is to know what you want to achieve, creating an engaging environment, and enabling attendees to diligently contribute to the success of the event. Pro Consumers Association – “Asociația Pro Consumatori” (APC Romania) – celebrated its 35th Anniversary on February 10, 2025 at the Capitol Hotel in Bucharest.

APC is a member of BEUC, the European Consumer Organisation (founded in 1962). The video message of the Director General of BEUC, Mr. Agustin Reyna (who, among other aspects, developed BEUC’s competition law practice), was presented on the occasion of this 35th Anniversary of APC Romania. Also, APC’s excellence in consumer protection and education was again honored with a Diploma of Special Merit as a prestigious recognition for its demonstrated professionalism, responsibility and devotion on serving consumers.

A “Laudatio” has been presented on this occasion by the President of the Board of Directors of the Romanian Distribution Committee scientific association (RDC), APC Romania being a founding member of RDC, and APC President Mr. Costel Stanciu being both an Honorary Member of RDC, and a Member of the Board of Directors of RDC. Reference was made in this context to the roundtable entitled “Consumer protection and the pressure of economic and societal changes: the digital revolution; the sustainable consumption; the social exclusion, the vulnerable consumers and the accessibility” (organized on May 28, 2014 by the Romanian-American University in collaboration with the Romanian Distribution Committee, the Romanian Competition Council and APC Romania).

On that occasion it was highlighted that U.S. President John F. Kennedy was the first world leader to formally recognize consumer rights, giving in 1962 the well-known speech to U.S. Congress and promoting four basic rights of consumers (the famous Consumer Bill of Rights).

APC Romania is continuing to inspire and promote a culture of learning, observation and assessment in order to effectively informing consumers, strengthening consumers' capacity to turn a problem to their advantage, by solving it if possible before it occurs, considering the free choice an informed choice, and fine-tuning the relationship between consumer rights and business ethics, really stimulating consumer empowerment in today's Omni channel world, including by considering recent evolutions at the EU level

(https://commission.europa.eu/law/law-topic/consumer-protection-law/review-eu-consumer-law_en).

Memorable images: Recalling memories and accomplishments of promoting a culture of learning

Source: <http://www.consumatori.ro>

On 28 May, 2014, Romanian-American University organized in collaboration with the Romanian Distribution Committee and APC Romania a remarkable roundtable: "Consumer protection and the pressure of economic and societal changes: the digital revolution, the sustainable consumption, the social inclusion, the vulnerable consumers and the accessibility."

HOLISTIC MARKETING MANAGEMENT

Dezbateri HMM Journal & RDC Magazine

riguros argumentată

ROMANIAN DISTRIBUTION COMMITTEE

<https://www.crd-aida.ro/2022/05/dezbateri-hmm-journal-rdc-magazine-riguros-argumentata/>

1998

International

Le 24ème congrès de l'A.I.D.A. a eu lieu à Bucarest

Distributeurs et fournisseurs : une ambition partagée

For many years, the A.I.D.A. Congress has been a major event for the distribution industry in Europe. It is a unique opportunity for distributors and suppliers to meet and exchange ideas. The 24th Congress was held in Bucharest, Romania, and was a great success. It was attended by many experts and professionals from all over Europe. The Congress was a very productive and enjoyable event. It was a great opportunity for everyone involved to learn from each other and to share their experiences. The Congress was a very successful event and it was a pleasure to be part of it. It was a great opportunity for everyone involved to learn from each other and to share their experiences. The Congress was a very successful event and it was a pleasure to be part of it.

2008

Consumatori d'Europa

COMMERCIO E GRANDE DISTRIBUZIONE: LA SFIDA 2000

LA SFIDA 2000

LA SFIDA 2000

2015

360° view

Riccardo Garosci and Theodor Purcarea at Automatic visual profiling of customer experience, v18e