

Education and Dissemination



This area plans and implements public education programs for consumers and businesses, which promote the knowledge of their rights and obligations in order to create a responsible consumer culture, based on informed and intelligent choices.

Consumer Organizations

Part of Profeco educational effort is conducted through Consumer Organizations, which are groups that receive special counseling and training in our regional offices, to promote improved consumer culture within their localities.

In order to do so, Consumer Organizations reprint Profeco publications or carry out domestic technologies workshops where families learn how to prepare common-use products to improve their economy, from the convenience of their home.

Publications

Profeco annually edits more than one hundred free publications, such as the newsletter called *El Mandado*, school uniform patterns, Profeco Domestic Technologies and guides to save money, prevent frauds and make intelligent and informed choices. Profeco also publishes the *Revista del Consumidor*, a monthly magazine that reaches 60,000 readers.

Radio and TV programs

Profeco produces every week a 20 minute TV show called *TV Revista del Consumidor*, and a 20 minute radio program called *El Cuarto del Consumo*, which are broadcasted nationally to disseminate educational messages.

Procuraduría Federal del Consumidor / Coordinación General de Educación y Divulgación / Dirección General de Difusión / Traducción del español: Christopher F. Smith / Diseño: Roberto Paz / Talleres Gráficos de México / Febrero de 2006 / 10,000 ejemplares.

www.profeco.gob.mx

This web site provides consumer with information on Profeco services and the quality and price of products. It also receives complaints from tourists or foreign consumers that have had a problem with Mexican suppliers.

Through the past 30 years, Profeco has earned the appreciation of citizens. This recognition commits us to continuously improve our services; because at the end of the day, we all are consumers that have the power to choose, and Profeco is there to protect us!

Consumer Hotline
01-800-468-8722
www.profeco.gob.mx

Delegación



About Profeco





Profeco was born in 1976 to defend consumer rights, prevent deceptive practices and promote fair relationships between consumers and businesses. Our legal framework is the **Consumer Protection Federal Law**, recently amended to accommodate current population needs and offer greater legal certainty.

Our headquarters are in Mexico City, and we have over one hundred regional offices and service units across the country. In these offices, three thousand people work to provide free services to national and foreign consumers in three main areas.

Service to Consumer



This area resolves consumer complaints and reports; it also monitors advertising for false, deceptive or misleading claims, and provides legal counseling and information through the Consumer toll-free Hotline, e-mail or fax.

Complaints

Profeco receives an average of 150,000 complaints per year; 80% of them are solved in favor of consumers. This translates into an annual recovery of about 80 million American dollars.

There are three main mechanisms to resolve consumer complaints:

- ▶ First, a conciliator contacts the business and attempts an immediate arrangement.
- ▶ If that doesn't work, a **Profeco** attorney proceeds

to the Personal Conciliation, a process in which both parties are asked to attend a hearing and try to solve the dispute.

▶ If the parties cannot reach an agreement through Personal Conciliation, they may designate **Profeco** as an arbitrator to solve the dispute.

Consumer Hotline

This toll-free hotline receives an average of 3,000 calls everyday.

Profeco counselors receive complaints and provide information on consumer rights, services provided by **Profeco**, and the quality and prices of several products in different stores all over the country.

Information Stands

During high spending seasons –like holidays, Easter, back to school and Christmas– we place information stands at strategic locations where we also receive consumer complaints.

White Angels

In order to deliver **Profeco** services to remote areas nationwide, our mobile units, known as the “White Angels”, travel across Mexico receiving complaints and offering counseling to consumers that live far away from a **Profeco** office.

Verification



This area enforces the application of Mexican Official Norms, which are technical standards to ensure the safety and quality of products.

Verification area also visits and inspects all kind of commercial establishments, and when a violation to the law is detected, it can be penalized with fines, temporary business closing, affixing of warning seals or marketing bans. Verification also offers advice and information to businesses to help them comply with the law.

Profeco National Lab

This lab, one of the most recognized in the country, supports Verification actions and assesses products to ensure they comply with the Mexican Official Norms, and do not represent a risk to consumer health, safety or economy.

In order to do so, it conducts around 140,000 annual tests on about 4,000 samples of food, clothing and electronic products, among others. The results of these studies are published in the *Revista del Consumidor*, our monthly magazine, and in other **Profeco** media products.

Gas

Verification area conducts 150,000 inspection visits on average every year. Fifteen percent of these are related to gas stations, tankers and liquefied petroleum gas suppliers.