

Rwanda marked World Consumer Rights Day on Wednesday, March 18, with government officials urging businesses to uphold consumer rights and provide reliable products and services.

Minister of Trade and Industry Prudence Sebahizi said delivering good service is the responsibility of every business. The celebration took place in Kicukiro District under the theme: “Reliable Products and Services, Consumer Confidence.”

Sebahizi said Rwanda has strong consumer protection policies and market regulations. “Providing quality service to clients is everyone’s responsibility. Our policies, laws, and practices are solid. What remains is ensuring they are properly implemented,” he said.

Paul Mbonyi, program officer at the Association for the Defense of Consumer Rights in Rwanda (ADECOR), said marking the day highlights the importance of consumer rights. “When consumer rights are respected, citizens are happier, protected from fraud, and market prices comply with the law. Celebrating this day in Rwanda shows the country values consumers’ role in economic development,” he said.

Antoinette Mbabazi, acting director general of the Rwanda Standards and Consumer Protection Authority (RICA), noted that consumers’ rights go beyond product quality and include access to truthful information. “Misleading advertising or false product claims are violations. If products are substandard or pose health risks, businesses can face penalties, and the items may be removed from the market,” she said.

RICA also provides education on consumer rights and monitors businesses to ensure compliance with laws. Mbabazi emphasized that respecting consumers protects citizens and strengthens market fairness.

World Consumer Rights Day is observed globally on March 15, but Rwanda celebrated it on Wednesday to underscore the government’s commitment to safeguarding consumer interests and improving service delivery across the country.