

CONSUMER, COMPETITION PROTECTION AND RESPECTIVE STATE POLICIES

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Abstract

Aspirations to join the European Union, the globalization of the economy and the development of an open market regional and international level has been associated with the obligation of the Albanian state to approximate its legislation in the highest possible degree of international legislation and the establishment or strengthening of national structures for consumer protection and competition.

Issues to respect consumer rights and protection of competition in Albania exhibit problematic in terms of recognition of the inadequate legal framework of market actors, the lack of education about the concepts of competition, the difficulties of consolidating the national competition authorities, the level of low consumer protection effectively from the risks and threats that they can not deal with and solve individually, and implement incomplete law. Referring to the fact that our country was the last country in Eastern Europe, where it began the implementation of the principles of free market economy after years '90 the beginning of transition, competition, as an inevitable phenomenon of the market, and the actions ensue from it, were new to the albanians by presenting culture of competition as a challenge for Albania.

In this context through this material will be forwarded a detailed information on the law nr.9902, dated 17.04.2008 'On consumer protection' (as amended), law nr.9121, dated 28.07.2008 'Consumer protection' (as amended). Accountability and independence established structures for the control of the implementation of these laws, cooperation interinstitutional and policies undertaken by the Albanian government.

Through this paper was intended to give a more complete information on issues related to consumer protection and competition policy in Albania in order to state-efficient use of all resources and instruments arising from the laws in force.

Keywords: *Legislation approximate, consumer rights, competition protection, Competition national policy, The crosscutting strategy for consumer protection and market surveillance 2007-2013.*