



Government of the Republic of Trinidad and Tobago
Ministry of Trade and Industry

MEDIA RELEASE

CAD Launches New Website to Enhance Consumer Education and Protection

March 14, 2025: The Consumer Affairs Division (CAD) of the Ministry of Trade and Industry has launched a newly designed website ahead of World Consumer Rights Day aimed at providing consumers with easier access to information, complaint resolution, and real-time engagement with Consumer Advocates. The website introduces a range of innovative features that empower consumers to make informed decisions while ensuring their rights are protected. The site can be accessed at <https://consumeraffairs.gov.tt/>.

Director Consumer Guidance and Protection, Ms. Camille MacIntyre, describes the new site as a dedicated space to offer consumers real-time assistance and access to services provided by the CAD.

Commenting on some of the user-friendly features of the site, Ms. MacIntyre said, “This website is accessible, mobile friendly, and interactive. One major benefit is that the website conforms to Web Content Accessibility Guidelines, ensuring a more inclusive experience for visually impaired users.”

Another user-friendly feature introduced to help users navigate the site is an AI-powered chatbot, “CADDY”, programmed to provide immediate assistance to users with enquiries and concerns at any time. This AI support complements the services of Consumer Advocates who are also available online to provide immediate and direct support.

With a focus on providing stakeholders with up-to-date and immediate consumer-focused information, the new website shares statistics directly on its homepage, including information related to consumer complaints, resolutions, redress and emerging trends. The site also includes an interactive price monitoring tool where consumers can track retail prices for supermarket goods and poultry products across various locations, supermarkets, and timeframes. This feature allows users to compare prices and even create personalized shopping lists based on supermarket items surveyed by the Research Unit of the CAD.



In addition, consumers can now leave feedback and file complaints online with ease by uploading relevant documents, providing details of the issue, and submitting their case for review. This process is more streamlined for both consumers and CAD Advocates.

Furthermore, organizations and community groups can request educational lectures and outreach sessions and consumers can download legal protection documents, such as the Handyman Contract, offering safeguards for both service providers and clients.

The launch of the CAD website marks a significant step in the Division's ongoing commitment to consumer education and protection. By leveraging digital tools and real-time interaction, the CAD continues to ensure that consumers are equipped with the knowledge and resources needed to navigate the marketplace confidently.

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