

Focus on Cross-Border Commerce

First Better Business Bureau Launched in Europe



The Council of Better Business Bureaus (CBBB), located in Arlington, VA, USA, has agreed to grant an operating license to Romania's Better Business Bureau (BBB), which will provide a physical presence for the BBB outside of North America.

[...]

The Council of Better Business Bureaus is the umbrella organization for the U.S. - based Better Business Bureaus system, which leads 131 BBBs with 180 offices throughout the U.S. and Canada. Founded in 1912, the BBB's mission is to promote and foster the highest ethical relationship between businesses and the public through voluntary self-regulation, consumer and business education, and service excellence. The CBBB and all local Better Business Bureaus are non-governmental, non-profit organizations. The BBB system works in close cooperation with the U.S. Federal Trade Commission, the U.S. Department of Commerce, and Industry Canada, as well as with non-governmental organizations (NGO's) and governments in Europe, Asia, and the Americas.

Kenneth Hunter, president and CEO of the CBBB, considers this achievement to be "an historic opportunity for the Romanian business and consumer environment, as well as for the public sector."

Anne Crichton Crews, vice president-government relations, **Mary Kay Inc.**, who chairs the CBBB Board's International Strategy Committee, said that "a growing number of BBB-member businesses, large and small, appreciate the mutual value of sharing respected and recognized BBB best business practices with eager leaders in the growing European and trans Atlantic marketplace."

[...]

The goal of the board is to begin formal BBB program operations in the fall of 2005. Over the next few months, founding members of BBB Romania will focus on raising additional support from the business community, while building staff and operational capacity.

Future projects on the agenda of BBB Romania include developing self-regulation standards and practices, educating consumers towards protecting their legitimate interests, creating tools to discourage uncompetitive practices, including handling consumer marketplace complaints and reporting on business behavior, and promoting the development of harmonized standards and regulations between the EU and the U.S.

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