

Other material**Other material**

Member State: Belgium

Title: Opinion on unfair commercial practices and announcements of price reductions

Emanating from: Raad voor het Verbruik

URL: http://economie.fgov.be/nl/binaries/484_tcm325-270345.pdf

Keywords: misleading commercial practices, price indication, price reductions, prior information, unfair commercial practices

PDF:

Directive Articles

Unfair Commercial Practices Directive, [Chapter 2, Article 5](#)

Headnote

Following the European Court of Justice's decision on 14 July 2014, which declared that the then-current Belgian rules on the announcement of price reductions was not in line with European rules, the Belgian legislator removed those specific provisions from Belgian consumer law. In order to establish some guidance on how to avoid that the announcement of price reductions could be considered misleading under the provisions of Directive 2005/29 (as implemented in Belgian law), the Raad voor het Verbruik established some general guidelines on what to take into account when announcing price reductions towards consumers.

General Note**Full text**

N/A