**Brief Bio: CBIAC Conference 2022**

Dr Laura Best divides her time between serving as the Deputy Chairperson of the National Consumer Tribunal of South Africa; and her work at Nelson Mandela University. She’s an active researcher in consumer protection, focussing on sustainability and the African consumer market. She participates in the African Dialogue, which brings together consumer protection officials from African countries.

She views advocacy as essential to incorporate sustainability in consumer protection policy. Consumer justice and the inclusion of the voice of marginal consumers is pivotal. She has contributed to global discussion platforms and capacity building initiatives in Africa, Asia, Europe and South America.