



**Asia-Pacific
Economic Cooperation**

2021/SOM1/CTI/022

Agenda Item: IX.c

**Public-Private Dialogue on Promoting Consumer
Protection in the Dispute Resolution and Redress
Mechanisms in E-Commerce (CTI 09 2019T)**

Purpose: Information

Submitted by: Peru



**First Committee on Trade and Investment
Meeting
3-4 March 2021**

Public-Private Dialogue on
Promoting
**Consumer Protection in
the Dispute Resolution
and Redress Mechanisms
in E-Commerce**

Project No. CTI 09 2019T



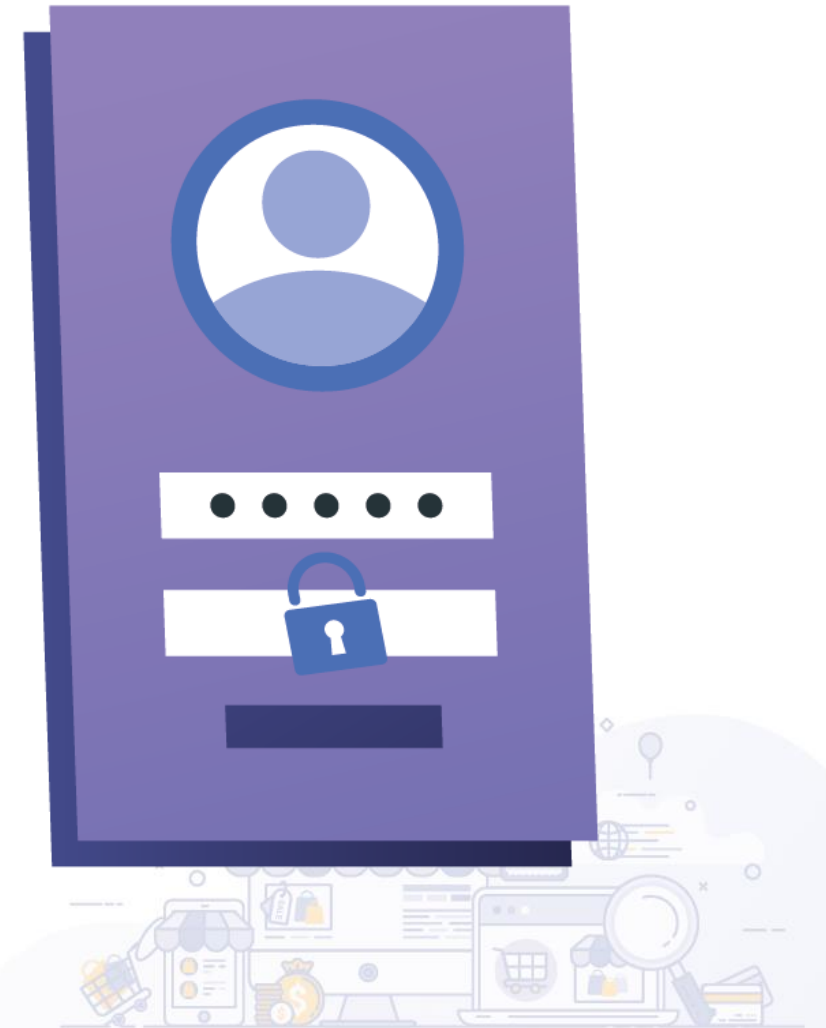
Relevance

Digital economy has enabled the massification of e-commerce, increasing the number of complaints. At the same time, consumers sometimes lack the ability to properly complain or find a solution, leading to a decrease of confidence in e-commerce. For these reasons, it is very important to **find solutions for consumers** and suppliers to disputes generated in the digital context.



Purpose

This proposal will promote **consumer's confidence in e-commerce**. It will also pave the way to develop and propose mechanisms that are fair, affordable, timely and efficient for consumer dispute resolution and redress, emphasizing self-regulatory mechanisms and good business practices, among other means.



Purpose

This PPD will open the debate on the appropriate mechanisms for dispute resolution in e-commerce and on the importance of improving consumer confidence through new policies, self-regulatory mechanisms and global best practices.

This will increase the capacity of public officials and private sector representatives involved in **consumer protection** to deal with dispute resolution and redress mechanisms in electronic commerce.



Outcome

The results of the PPD, will be the basis for developing a set of **voluntary recommendations to promote best practices in consumer dispute resolution in e-commerce.**





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