Outlines of the First Stage Discussion on Promoting Consumer Protection in Digital Trade (ECSG 03 2018A)

Submitted by: Korea
Outlines of the First Stage Discussion on Promoting Consumer Protection in Digital Trade (ECSG 03 2018A)

Soon-Young, Bae, Ph.D
General Director
Dept. of Consumer Policy Research
Korea Consumer Agency
I. Overview of Previous Workshop

II. Agenda & Discussions of the Last Workshop
   1. International Organization’s Consumer Protection Trends
   2. Previous Issues of Consumer Protection
   3. Online Dispute Resolution System
   4. Self-regulation

III. Previous Discussions
   1. Establishment of Consumer Protection Principles
      (Elaborating Consumer Protection Guidelines 2002)
   2. Network Construction to Reinforce International Consumer Protection
   3. Sharing of Consumer-related Information between Members

IV. Topics to Discuss Today
I. Overview of Previous Workshop

APEC Workshop on Consumer Protection in Digital Trade

URL ➔ https://www.apec.org/Publications/2020/06/Promoting-Consumer-Protection-in-Digital-Trade

☑ Backgrounds
- APEC ECSG has adopted the issue of consumer protection as a topic of discussion so, the necessity for enhancing consumer protection has raised as a safety net to boost the regional digital economy.

☑ Subject – “Consumer Protection in Digital Trade: Challenges and Opportunities”

☑ Time & Region – August 22nd, 2019, in Puerto Varas, Chile.

☑ Organizer – The Regional Economic Organizations Division of the International Economic Affairs Bureau for the Ministry of Foreign Affairs of the Republic of Korea, National Agency for Consumer Services of Chile

☑ Attendance – Ho-Yul Lee (Deputy Director-General), Soung-In Park (Deputy Director) and two others from the International Economic Affairs Bureau for the Ministry of Foreign Affairs of the Republic of Korea; Yoo-Rim Pyun (Deputy Director) from Korea Fair Trade Committee; Kyo-Yeong Koo (Deputy Director) from the Ministry of Trade, Industry, and Energy; Korea Consumer Agency; U.S. Federal Trade Commission; Australian ACCC; Chilean SERNAC; U.S. BBB; 60 representatives from 17 other APEC economies
International Organization’s Consumer Protection Trends

1999

OECD E-Commerce Guidelines

2016

E-Commerce Guidelines (OECD, 1999) has influenced many economies, including United States, to establish consumer protection guidelines.

II. Agenda & Discussions of the Last Workshop

Summary 1.

International Organization’s Consumer Protection Trends

- ‘Manual on Consumer Protection’ by UNCTAD, ‘Good Practice Guide on Online Advertising’ by OECD, ‘Case Study1: The Online Consumer Marketplace’ by ASEAN are also considered as standards for international organization, as well as APEC member states enacted Consumer Protection Guidelines in 2002.

- UNCTAD has assisted technical support for various economies to develop their capability through IGE(Intergovernmental Group of Experts on Consumer Protection Law and Policy)


Related Guidelines and Toolkits

Stacy Feuer
Federal Trade Commission
Puerto Varas, August 22, 2019
Summary 2.

Consumer Protection related Issues of the time

- Reduced Reliability due to Fake Reviews
  - C2C, O2O Issues
  - Problem with Influencer Marketing

- Sharing cases of Dispute Resolution System
  - ODR System
  - ADR System

- Self-regulation regarding E-commerce Regulation
  - Chile
  - Case Presentation

Considered a variety of measures to cope with
the constantly changing consumer market
II. Agenda & Discussions of the Last Workshop

Summary 3.

Online Dispute Resolution System

Required an ODR Platform to address consumer’s complaints efficiently in case of International Transactions, apart from compulsory law enforcement and regulation.
Summary 4.

Self-regulation

Particularly, it should be noted that ‘Self-regulation’ can supplement the areas where are beyond the reach of the Consumer Protection Law.
III. Previous Discussions

Implementations

- The need for a common set of principles on consumer protection
  - Discussed the Minimum Standard that must be observed by all operators including global cooperation

- Discussion of the territorial principle and the governing laws
  - Confirmed that cooperation, such as international consumer protection network could work as an alternative because the governing laws would not be expected to be effective in actual law enforcement

The Role of APEC and Mutual Cooperation between International Organizations

2002 APEC Consumer Guidelines could be a start point, furthermore, it is also essential to strengthen the multiple cooperation network with various regional and international organizations such as OECD, UN UNCTAD Program
III. Previous Discussions

Next Step

Settlement of ODR System based on international cooperation

Set up the Consumer Protection Framework by interchanging information, knowledge and on-going status actively
### Non-face-to-face transaction & Cross-border transaction

**Highly Increased due to COVID-19**

### Consumer Protection related Guidelines

- Providing Information
  - Ensuring access to information about goods and services

- Regulatory status and trends on online platform
  - Sharing the status and changes of laws of member state accordingly

- Promoting Self-regulation for Business
  - Promoting business operators to observe the guidelines in APEC

### Dispute Resolution between Business & Consumer

- Damage Redress System
  - Establish the efficient and effective relief system that could be also adjusted in member states

- Consumer Dispute Resolution Organization and Use Procedure
  - Establish the dispute resolution system including ODR and ensure the use of the system

### Trust Mark System related Discussion

- International Cooperation
  - Build up an infrastructure for the International Cooperation and cooperate with International Organizations

---

**IV. Topics to Discuss Today**
Thank you!

Soon-Young, Bae, Ph.D
Director General
Dept. of Consumer Policy Research
Korea Consumer Agency