



**Asia-Pacific  
Economic Cooperation**

---

2021/CTI/WKSP5/002

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

Submitted by: Korea



**Workshop on Consumer Protection in  
Digital Trade: Towards Building an APEC  
Regional Consumer Protection Framework  
4 August 2021**



**Asia-Pacific  
Economic Cooperation**

# **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**

# Table of Contents

## 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

### Summary 1.

## International Organization's Consumer Protection Trends

1999



OECD E-Commerce Guidelines

2016



Stacy Feuer  
Federal Trade Commission  
Puerto Varas, August 22, 2019

- ✓ E-Commerce Guidelines(OECD, 1999) has influenced many economies, including United States, to establish consumer protection guidelines.
- ✓ Achieved 'High-level Principles' by adding principles for new issues like 'Non-monitoring transactions', 'Privacy', 'Security', 'C2C' through revising related laws in 2016.

### Summary 1.

## International Organization's Consumer Protection Trends



<https://unctad.org/webflyer/manual-consumer-protection>

- ✔ '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

## II. Agenda & Discussions of the Last Workshop

### 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**

### Summary 3.

## Online Dispute Resolution System



### ODR Platform

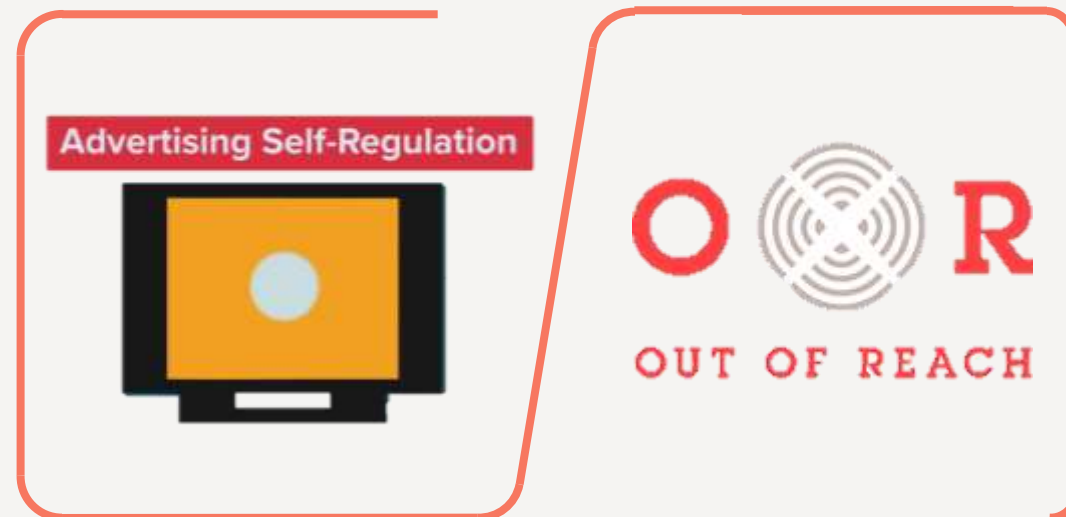
Required an ODR Platform to address consumer's complaints efficiently  
in case of International Transactions,  
apart from compulsory law enforcement and regulation



### 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.



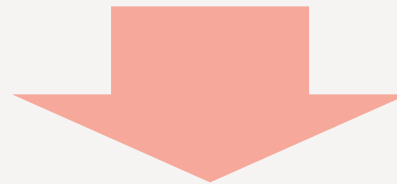
## Implementations

 **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

## 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



**Asia-Pacific  
Economic Cooperation**

**Thank you!**

**Soon-Young, Bae, Ph.D**

Director General

Dept. of Consumer Policy Research

Korea Consumer Agency