



**Asia-Pacific
Economic Cooperation**

2021/CTI/WKSP5/003

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

Submitted by: Peru



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



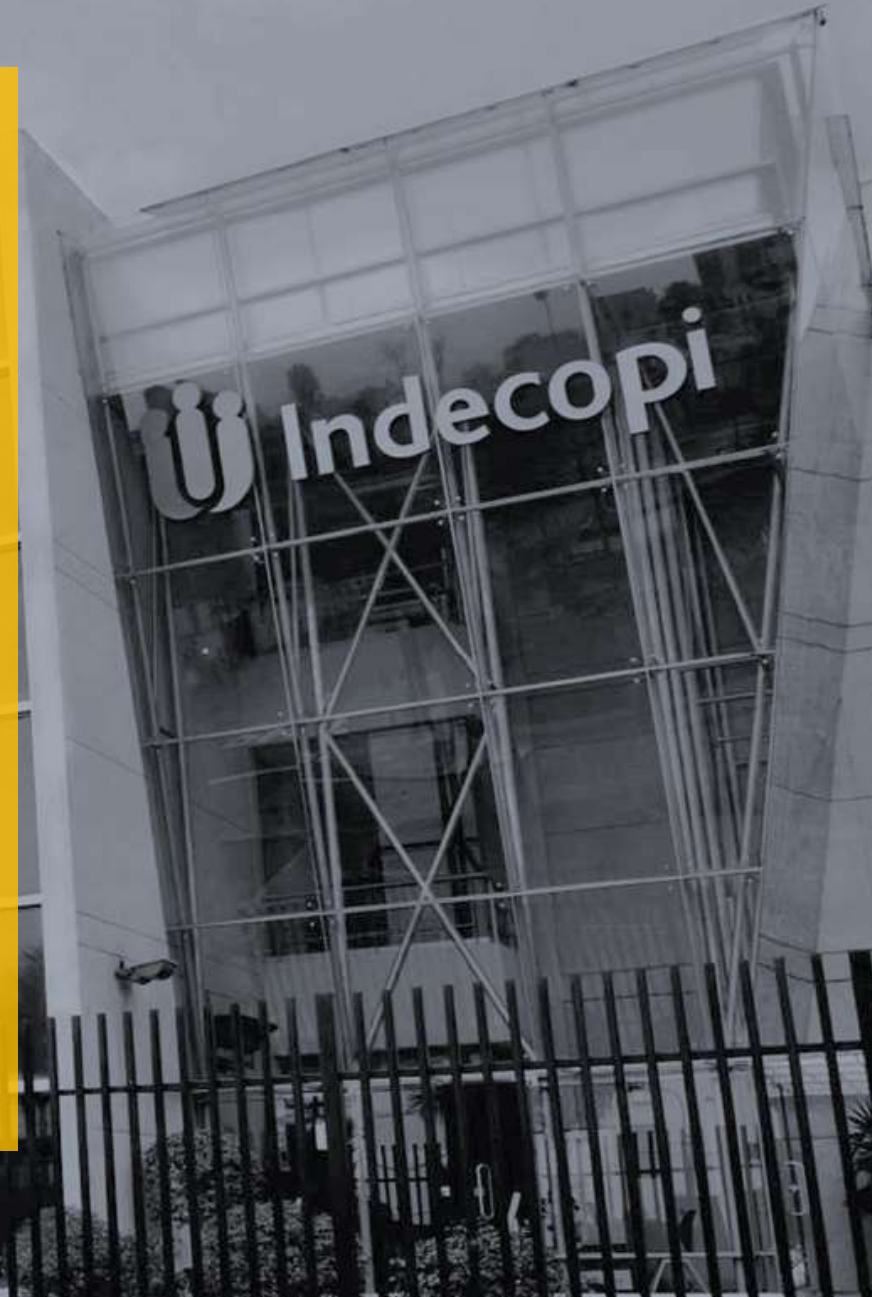
APEC Regional Consumer Protection Framework Workshop

**Outlines Public-Private Dialogue (PPD) on
Promoting Consumer Protection in the Dispute
Resolution and Redress Mechanisms in e-
commerce (CTI 09 2019T)**

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August 2021



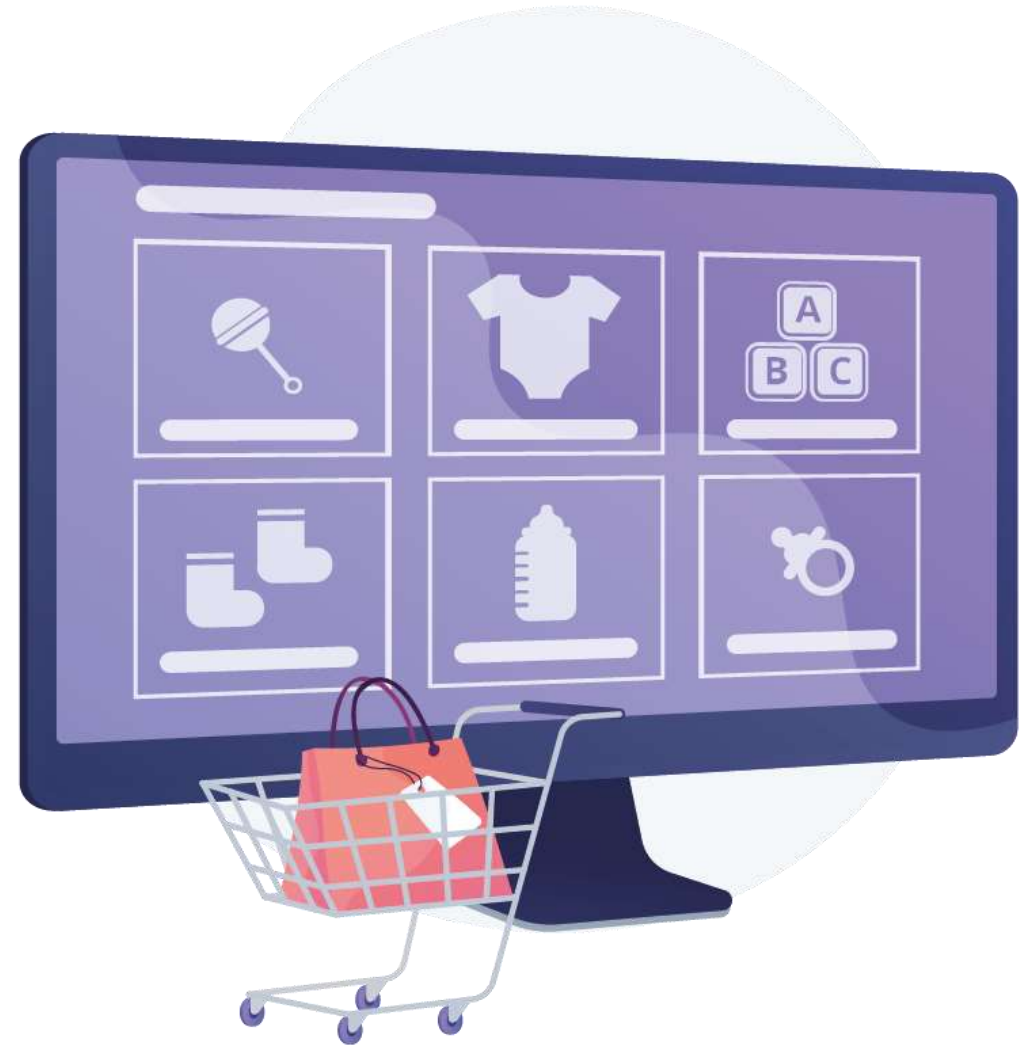
GENERAL INFORMATION

- **Project Title:** Public-Private Dialogue (PPD) on Promoting Consumer Protection in the Dispute Resolution and Redress Mechanisms in E-Commerce
- **Project Number:** CTI 09 2019T
- **Project Overseer:** Abelardo Aramayo Baella – Technical Secretary of the Commission on Unfair Competition



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

**Promote
consumer's
confidence in
e-commerce.**



**Develop and propose
mechanisms that are
fair, affordable, timely
and efficient for
consumer dispute
resolution and
redress.**



**Emphasize self-
regulatory
mechanisms and
good global
business practices.**



THE CONFERENCE (3-day PPD)



April 27 – April 29 (Asia time)

April 26 – April 28 (America's time)



Zoom



102 participants registered



21 economies represented



14 speakers



SAVE THE DATE

We invite you to APEC's Public/Private Dialogue on
**Promoting Consumer Protection in the Dispute
Resolution and Redress Mechanisms of eCommerce**



THE CONFERENCE (3-day PPD)

Topics

- Cross-border consumer protection in the new digital markets.
- Challenges on dispute resolution and redress mechanisms for consumers in cross-border digital trade.
- How to improve consumers' confidence in cross-border digital trade through best practices, self-regulation and compliance policies in dispute resolution and redress mechanisms processes.
- Next steps on promoting Consumer Protection in the dispute resolution and redress mechanisms in Digital Trade.

THE CONFERENCE (3-day PPD)

Topics



The EU Consumer ODR Platform: 5 Years On

Professor Pablo Cortés
Chair in Civil Justice
Leicester School of Law
University of Leicester

Promoting Consumer Protection in the
Dispute Resolution and Redress
Mechanisms in e-Commerce
27-29 April 2021



Debate on Promotion of Consumer Protection
in the Mechanisms of Resolution and Repair
of Disputes in eCommerce

Juliana Oliveira Domingues – National
Consumer Secretary (Brazil)



Online Dispute Resolution and
Consumer Claims: Challenges
in System, Process and
Governance Design

Vivi Tan

Public-Private Dialogue (PPD) on Promoting Consumer Protection in
the Dispute Resolution and Redress Mechanisms in e-Commerce
27 - 29 April 2021
Virtual Public-Private Dialogue

THE CONFERENCE (3-day PPD)

Topics



THE UNIVERSITY OF MELBOURNE

Ethical Design and Governance in AI-ODR

Professor Inetele Marie Peterson
Centre for Artificial Intelligence and Digital Ethics

Indecopi/ APEC
Promoting Consumer Protection in the Dispute Resolution and Redress Mechanisms in e-Commerce
27 - 29 April 2021
Virtual Public-Private Dialogue



Online dispute resolution in digital financial services in India

Presenter: Srikara Prasad*
The Future of Finance Initiative, Dvara Research.
*Vital contributions from Beni Chugh, Malavika Raghavan & Chinmayanand Chivusula



Public-Private Dialogue on Promoting Consumer Protection in the Dispute Resolution and Redress Mechanisms in e-Commerce
APEC, 27 April 2021



Fostering Access to Justice: ODR Ethics & Governance

Leah Wing
Co-Director, National Center for Technology and Dispute Resolution
VP, Board of Directors, International Council for Online Dispute Resolution
Senior Lecturer in Legal Studies Program, U of MA, Amherst (USA)

Promoting Consumer Protection in Dispute Resolution and Redress Mechanisms in e-Commerce
APEC, April 2021

THE CONFERENCE (3-day PPD)



PPD on Promoting Consumer Protection in the Dispute Resolution and Redress Mechanisms in E-Commerce

RECOMMENDATIONS



APEC can play a critical role in advancing Online Dispute Resolution (ODR) among its members, by identifying rules and guidelines.



APEC can promote standards that capture key ethical and consumer protection principles and encourage interoperability.



Provide a foundation for the development, implementation, and maintenance of Online Dispute Resolution (ODR) systems.

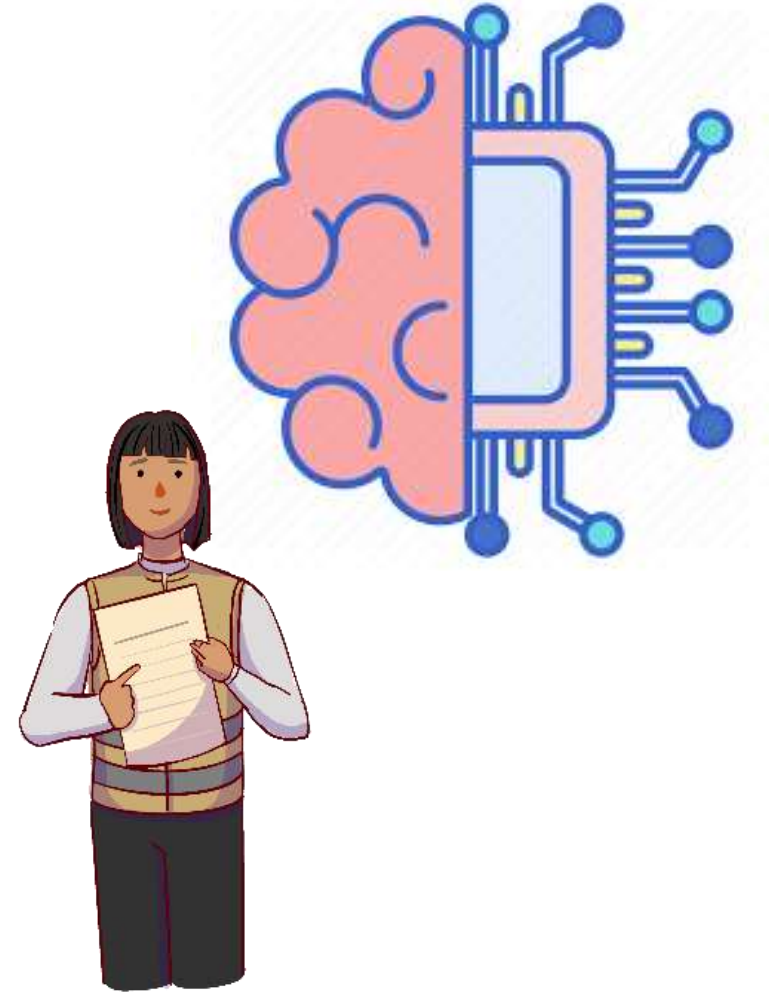
CONCLUSIONS

- Online Dispute Resolution (ODR) systems are essential for the trusted development of e-commerce and benefit Micro, Small & Medium Enterprises (MSMEs) by expanding their markets.
- Online Dispute Resolution (ODR) systems must be developed based on and managed pursuant to ethical principles of fairness, access and transparency.
- ODR systems must also be developed based on fundamental consumer protection principles of accountability and the right to redress.



CONCLUSIONS

- Artificial intelligence can play a valuable role in advancing and facilitating Online Dispute Resolution (ODR), but its development must be based on ethical principles and be free of bias or other features that would lead to unfairness in its decision-making process.
- Online Dispute Resolution (ODR) systems should be accountable to a government enforcement authority, which will provide the confidence that the systems are fair, and that they operate according to relevant laws and rules.



NEXT STEPS

- Summary Report to be published.
- Set of voluntary recommendations to promote best practices for consumers' dispute resolution and redress mechanisms:
 - For circulation among APEC members.
 - Expected to be endorsed on CTI 3 and published on APEC website.



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