

System to propel the consumer policy

➡ Main contents of Consumer Law

- Introduction of consumer's group lawsuit
- Introduction of an intervention system for group disputes
- Introduction of an intervention system for group disputes
- Enhanced consumer education and information



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➡ Consumer's group lawsuit

- Groups that meet set conditions, can file lawsuits against unlawful business owners which infringe on vital, physical or financial rights

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➡ Intervention system for group disputes

- Promoting monetary compensation when small but broad consumer damages occur, that is, remedial measures of consumer group lawsuit
- 11 cases in 2007 (6,429 persons), 22 cases in 2008 as of September 2008 (3,006 persons)
- Local committees for dispute intervention are held (4 local admin. teams managed at the present time)

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➡ Enhanced consumer safety

- Consumer safety enhanced by consumer law:
Consumer Safety Center established in Korea
Consumer Agency, legal regulations set up
against harmful information collection and
treatment

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- ➡ Enhanced consumer education and information
 - Education development for consumers to make reasonable choices, program development for consumers' ability growth
 - Connection of school education and continuing education
 - Promotion of broadcasting business by broadcasting regulations



Comparison

with experience of Japan

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- ➡ New system of Japan considered as an ideal system

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Consumer policy promotion system

- Korea in the 70s and 80s, benchmarked Japanese consumer policies - Establishment of consumer protection law, foundation of Korea Consumer Protection Agency, etc.
- Presently, Korea has unified consumer administration in order to create synergistic effect of competition policy and consumer policy
- Governmental reform required due to individual laws' jurisdiction issues, duplicated consumer policy management issues among authorities

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- ➡ Maintenance of consumer-related laws
 - For duplicated areas, applicable consumer-related laws need to be united and simplified
 - In the case of Korea, we expect Fair Trade Committee to play an active part in business transaction areas
 - To provide measures as safety functions in consumer law

 Food safety issues



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➡ Food safety issues

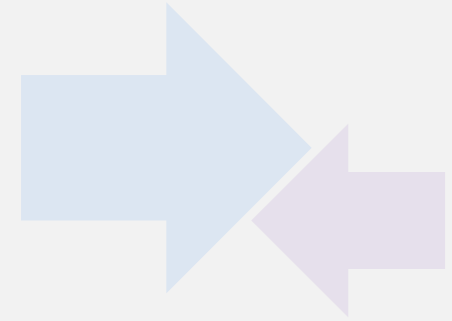
- In the case of Korea, the food safety issues are controlled by the Ministry of Health and Welfare, and also by Korea Food and Drug Administration
- Required to have strong legal authority regarding execution from consumer's position
- Real time monitoring by CISS in K C A
- To enforce bilateral cooperation with Korea Food and Drug Administration, by means of MOU



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➡ Consumer consultation and damage relief

- Korea has basic system and management style similar to Japan in regards to consumer consultation and damage relief
- Korea: Direct consultation and damage relief are undertaken, led by Korea Consumer Agency
- Actively tackles consumer claims and damages, utilizing dispute intervention function of the Consumer Agency
- To enhance damage relief operation, using the intervention system for group disputes



Concluding Remarks

Concluding remarks

- ➡ Global consumer issue expansion (Business transaction)
 - Required to have a system among countries for timely measures
 - Each country to work hard to strengthen its own consumer policies
 - Global consumer measures to prepare, as global economy blocking is progressing by means such as FTA

Concluding remarks

- ➡ Global consumer issue expansion (Safety)
 - Safety issues of “made in China” products (foods, toys, pharmaceutical materials) are brought up internationally
 - BSE (mad cow disease) issues in Korea
 - In Aug., O157 (enteropathogenic Escherichia coli) was found in Korea, in beef imported from US: resulted in a mass recall

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- ➡ Demand for international cooperation for global consumer policies
 - Consumer issues such as consumer safety are now rapidly circulated all over the world in real time
 - Timely measures are required through international cooperation
 - Cooperation through international organizations such as OECD, ICPEN, ICPHSO
 - We need to discuss consumer issues and to resolve, by agreement, the issues between more than two countries

Thank you for your attention



Korea Consumer Agency

朴明姬