

## I. Welcome Message

Dear colleagues,

Children are not only the most important asset to us but also the disadvantaged consumer group who needs to be protected. In recent years, the communications technology and media have flourished and the information flooding. In addition, there are many products on the market that are unsafe, or accompanied with improper marketing or misleading advertisements. As far as children who lack the safety consumer knowledge and self-protection awareness are concerned, they could not consume rationally and easily be misled to make inappropriate consumer decisions. These pose great threats to the mental and physical health of children and competition of country.

The “2013 International Conference on Consumer Protection (2013 ICCP)” is the great event which held by Consumer Protection Committee of Executive Yuan (executed by Department of Consumer Protection). Its theme is “Child Consumer Protection”. Both domestic and foreign high-ranking consumer protection officials (experts) will be invited as speaker in the conference. Participants could interact with each other about the subjects of children consumer protection and gain idea during the conference to secure children safety and interests. We sincerely welcome invited participants from policy-making and enforcement agencies, universities non-profit organization and private sectors to take part in the conference to discuss on the issues.

## II. Introduction

### Date

December 2<sup>nd</sup>-3<sup>rd</sup>, 2013

### Venue

Howard International House Hotel, 1F Conference Room  
(No. 30,Sec. 3,Shin-Sheng South Road. Taipei, 106,Taiwan)

**ICCP Web site:** <http://www.2013iccp.org/english.html>

### Theme

Child Consumer Protection

### Purpose

Promote dialogue and cooperation among the competent authorities of various countries, share Taiwan’s experiences in the enforcement of consumer protection, and thereby keep abreast of current trends in the protection of child consumer rights in international society so as to protect those interests more effectively.

### Organizer

Consumer Protection Committee of Executive Yuan, Taiwan  
(Executed by Department of Consumer Protection, Executive Yuan)

# 2013 International Conference on Consumer Protection

## Audience

Related organizations of Child consumer protection related including staff of government agencies, universities, consumer groups, children's welfare groups, business managers, and other experts and scholars.

## Language

English (Chinese-English simultaneous interpreting is provided at scene)

## Sessions

### ◆ **First Session: Product Safety**

Defective products of all kinds may appear anywhere in the world, and these create threats to children's health and lives, as well as threats to financial security. Therefore, this session will explore various countries' product safety policies, regulations, standards, as well as specific cases relating to protection for children; means of strengthening enforcement and exchanging information will also be discussed.

### ◆ **Second Session: On-Line Protection**

Children's lives today are increasingly linked with the Internet. Besides the steady increase in the number of disputes relating to on-line games, on-line purchasing, and social networks (e.g., Facebook), there are frequent occurrences of children making payments unwittingly, improperly using their parents' credit cards, or disclosing personal information that should be kept secret. In 2012, when the EU conducted a survey on on-line purchases of games, books, films, and music, it was discovered that more than 75% of websites were not in conformance with consumer protection regulations, and the most at-risk group were disadvantaged children. Therefore, this session will discuss the risks and pitfalls of children's Internet use and mobile devices, the possible consumer disputes that may occur as a result, and how they should be handled.

### ◆ **Third Session: Education on Consumer Protection**

One of the most important aspects of consumer protection is educating consumers, but most of the information produced to enhance consumer awareness goes beyond children's level of understanding. Therefore, this session will explore how to bring knowledge of consumer protection into school curricula, how to use media effectively to guide children, and how to use practical, innovative educational methods to increase the level of child protection.

### ◆ **Fourth Session: Emerging Issues**

A bewildering array of advertising and marketing strategies may lead to misguided consumer habits among children, who still lack sufficient judgment skills. To cite an obvious example,

## 2013 International Conference on Consumer Protection

advertisements for high-calories, high-fat fast foods and energy drinks containing alcohol or caffeine find favor among teens and children who are unaware of the threats these present to their health. Therefore, this session will explore emerging issues as well as the policy directions that various countries have taken with respect to child consumer protection.

### Contact

Jia-sheng CHEN, Senior Executive Officer, Department of Consumer Protection of Executive Yuan, Taiwan Email: [jschen@ey.gov.tw](mailto:jschen@ey.gov.tw)

### III. Program (DRAFT)

Please visit the official website ( <http://www.2013iccp.org/english.html> ) to see last update of the program.

**Location:** Taipei City, Taiwan

**Venue:** Howard Civil Service International House (30, Sec. 3, Shin-Sheng South Road, Taipei, 106, Taiwan)

DAY 1: December 2 <sup>nd</sup> , 2013 (Monday)	
08:00-08:40	<b>Registration</b>
08:40-09:00	<b>Opening Ceremony</b> Speech by distinguished guest: TBD
09:00-09:20	<b>Photo Session</b>
09:20-09:50	<b>Keynote Speech</b> Speaker: TBD
09:50-10:10	<b>Coffee Break</b>
<b>First Session: Child Product Safety</b>	
10:10-11:55 (105 min)	<b>Moderator:</b> TBD (5 min)
	<b>Report 1:</b> 20 min <b>Panelist:</b> Representative from US CPSC (invited)
	<b>Report 2:</b> 20 min <b>Panelist:</b> <b>Mr. Deuk-Soo Chang</b> Vice President, Korea Consumer Agency
	<b>Report 3:</b> 15 min <b>Panelist:</b> Representative from Bureau of Standards, Metrology and Inspection, Taiwan
	<b>Report 4:</b> 15 min <b>Panelist:</b> <b>Dr. Chen-Hsien Lee</b> Food and Drug Administration, Ministry of Health and Welfare, Taiwan
	<b>Report 5:</b> 15 min

## 2013 International Conference on Consumer Protection

	<p><b>Panelist: Ms. Huei-Yuan Chuang</b> Consumer Ombudsman, Department of Consumer Protection, Executive Yuan, Taiwan</p>
	Discussions and brief summary (15 min)
11:55-13:20	<b>Lunch</b>
<b>Second Session: On-line Protection</b>	
13:20-15:05 (105 min)	<p><b>Moderator:</b> TBD (5 min)</p>
	<p><b>Report 1 :</b> 20 min <b>Panelist :</b> <b>Mr. Michael D. Panzera</b> Counsel for International Consumer Protection, Federal Trade Commission, United States of America</p>
	<p><b>Report 2 :</b> 20 min <b>Panelist :</b> Invited foreign official (TBD)</p>
	<p><b>Report 3 :</b> 15 min <b>Panelist :</b> Mr. Shieh Lon-Fon Section Chief, Ministry of Economic Affairs, Taiwan</p>
	<p><b>Report 4 :</b> 15 min <b>Panelist :</b> Representative from Ministry of Economic Affairs, Taiwan</p>
	<p><b>Report 5 :</b> Protecting your child in the digital world: Online content co-regulation <b>Panelist :</b> <b>Ms. su-ju Chien</b> Section chief, Department of Content Affairs, National Communications Commission, Taiwan</p>
	Discussions and brief summary (15 min)
15:05-15:25	<b>Coffee Break</b>
<b>Third Session: Education on Consumer Protection</b>	
15:25-17:10 (105 min)	<p><b>Moderator:</b> TBD (5 min)</p>
	<p><b>Report 1 :</b> 20 min <b>Panelist :</b> <b>Ms. Anne Le Guellec</b> Team manager, Intelligence and Enforcement, Consumers Division, Authority for Consumers and Markets, The Netherlands</p>
	<p><b>Report 2 :</b> 20 min <b>Panelist :</b> <b>Ms. Delia Rickard</b> Deputy Chairwoman, Australian Competition and Consumer Commission, Australia</p>
	<p><b>Report 3 :</b> 15 min <b>Panelist :</b> Representative from Ministry of Education, Taiwan</p>
	<p><b>Report 4 :</b> 15 min <b>Panelist :</b></p>
	<p><b>Report 5 :</b> 15 min <b>Panelist :</b> <b>Mr. Shih-Chi Liao</b> Senior Executive Officer, Department of Consumer Protection, Executive Yuan, Taiwan</p>

## 2013 International Conference on Consumer Protection

	Discussions and brief summary (15 min)
19:00-21:00	<b>Dinner Banquet</b> Host by Department of Consumer Protection, Executive Yuan

## 2013 International Conference on Consumer Protection

DAY 2: December 3 <sup>rd</sup> (Tuesday)	
08:30-09:10	<b>Registration</b>
09:10-09:20	Speech by distinguished guest: TBD
09:20-09:40	<b>Keynote speech (20 min)</b> Speaker: TBD
09:40-10:00	<b>Coffee Break</b>
<b>Fourth Session: Emerging Issues</b>	
10:00-11:45 (105 min)	<b>Moderator:</b> TBD (5 min)
	<b>Report 1 :</b> 20 min <b>Panelist :</b> <b>Mr. Jason Freeman</b> Director, Goods and Consumer Group, Office of Fair Trading, United Kingdom
	<b>Report 2 :</b> 20 min <b>Panelist :</b> <b>Mr. Pedro M. Meilán N</b> Administrator, Authority for Consumer Protection and Competition Defense, Republic of Panama
	<b>Report 3 :</b> 15 min <b>Panelist :</b> Commissioner of Consumer Protection Committee, Executive Yuan, Taiwan
	<b>Report 4 :</b> <b>Ms. Jing-In Yan</b> <b>Panelist :</b> Deputy Director, Social and Family Affairs Administration, Ministry of Health and Welfare, Taiwan
	<b>Report 5 :</b> 15 min <b>Panelist :</b> <b>Ms. Li-Fen Lei</b> Secretary-General, Consumers' Foundation, Taiwan
	Discussions and brief summary (15 min)
11:45-11:55	<b>Closing Speech</b> Speech by Ching-Fang Liu Director-general, Department of Consumer Protection, Executive Yuan, Taiwan

**N.B.: Session speakers and discussants tentative and subject to change.**

*Last updated : October 7, 2016*

### IV. Participant Information

2013 International Conference on Consumer Protection would be held on Howard Civil Service International House, Taipei, Taiwan. Howard Civil Service International House is located in the concentration area of education and culture, and next to the two business circles, the National Taiwan University and National Taiwan Normal University shopping districts. It has convenient

## 2013 International Conference on Consumer Protection

transportation network and perfect geography environment.

Howard Civil Service International House

- Website: <http://intl-house.howard-hotels.com.tw/>
- Address: No. 30,Sec. 3,Shin-Sheng South Road. Taipei, 106, Taiwan
- Tel: 886-2-7712-2323
- Fax: 886-2-7712-2333