

2013 年消費者保護國際研討會：兒童消費者保護

(一) 主辦單位歡迎詞

各位先進：

您好！兒童是國家最重要資產，但同時也是需要被保護的弱勢消費族群。近年，由於傳播科技的進步及大眾媒體的興盛，資訊過度氾濫，加上社會上充斥許多不安全產品或對兒童進行不當之廣告與行銷，對於缺乏安全消費知識和自我保護意識的兒童而言，面對如此的複雜消費環境，不但無法理性消費，也容易被誤導，進行更多不當消費，這些對於兒童的身心健康及國家競爭力都造成極大的威脅。

「2013 年消費者保護國際研討會」是行政院消費者保護會（由消費者保護處執行）的年度盛事，以兒童消費者保護為主題，將邀請多位國內外消費者保護主管機關高層官員，在 2 天的會議中交流兒童消費者保護相關議題，為我國政策及未來相關法令制定提供建議，為兒童的消費安全及權益嚴格把關。歡迎受邀之機關、學校及團體派代表出席，與國內外官員及專家進行深度交流與對話。

(二) 會議介紹

時間：2013 年 12 月 2 日至 3 日

地點：台北福華國際文教會館 1F 前瞻廳 (台北市新生南路三段 30 號)

大會網站：<http://www.2013iccp.org/index.html>

主題：兒童消費者保護

目的：傳遞我國消費者保護的執法經驗，促成各國主管機關的對話及合作，進而掌握國際社會對兒童權益保護之脈動，落實保護兒童的消費權益。

主辦單位：行政院消費者保護會（消費者保護處執行）

受邀單位：與議題有關之政府機關、大學院校、消費者保護團體、兒童福利團體、企業經營者代表、專家及學者。

語言：英文，現場並提供中文-英文即時口譯。

議題：

- ◆ 兒童產品安全

因為世界各國均曾發生因食衣住行育樂等產品之瑕疵，而危及兒童生命及財產安全的不幸事件。因此，本場次將探討各國關於兒童保護的產品安全政策、法規、標準或執法案例，並就如何加強執法及資訊交流進行討論。

◆ 兒童於網際網路及行動通訊之保護

現代兒童的生活，與網際網路關係日趨密切，除了網路遊戲、網路購物及社交媒體(如 facebook)等所衍生的糾紛日益增加外，因為兒童無意間付款、盜刷家長信用卡或個資外洩等問題亦屢見不鮮。歐盟 2012 年即曾就線上購買遊戲、書籍、影片及音樂進行調查，發現逾 75%的網站不符合消保法規定，而弱勢的兒童正是最可能受害的一群。因此本場次將探討兒童使用網路的風險及陷阱，可能發生的消費爭議，以及如何因應處理。

◆ 兒童消費者保護教育

消費者教育是推動消保工作最重要的一環，但一般宣導資訊過於專業，兒童不易瞭解。因此，本場次將探討如何將消保知識納入學校教育，如何有效使用媒體對兒童進行宣導，以及如何透過實用或創新的教育方法，提升對兒童保護的層次。

◆ 新興之兒童消費者保護議題

兒童缺乏足夠的判斷能力，五花八門的廣告行銷，可能養成兒童錯誤的消費習慣，例如高熱量高脂肪的速食廣告、含酒精或咖啡因之能量飲料(Energy Drinks)，大受青少年及兒童喜愛，卻不知其對身體健康的危害，即是顯明的案例。因此，本場次將探討各國對兒童消費者保護的新興議題，以及政策方向等。

2013 International Conference on Consumer Protection

(三) 大會會議議程 (暫定)

地點: 台北福華文教會館

2013 年 12 月 02 日 (DAY1)		
08:00-08:40	40 分鐘	報 到
08:40-09:00	20 分鐘	開幕典禮 貴賓致詞
09:00-09:20	20 分鐘	貴賓合照
09:20-09:50	30 分鐘	專題演講
09:50-10:10	20 分鐘	中場休息
第一場：兒童產品安全		
10:10-11:55	105 分鐘	主持人: (洽邀中)
		主題一： 報告人：美國消費品安全委員會代表 (已邀請)
		主題二： 報告人：韓國消費者院副主席 Mr. Deuk-Soo Chang
		主題三： 報告人：經濟部標準檢驗局代表
		主題四： 報告人：衛生福利部食品藥物管理署代表李貞嫻博士
		主題五： 報告人：行政院消費者保護處莊惠媛消保官
		討論及小結：(15 分鐘)
11:55-13:20	80 分鐘	午餐
第二場：兒童於網際網路及行動通訊之保護		
13:20-15:05	105 分鐘	主持人: (洽邀中)
		主題一： 報告人：美國聯邦交易委員會代表顧問 Mr. Michael Panzera
		主題二： 報告人: (洽邀中)
		主題三： 報告人：經濟部商業司代表
		主題四： 報告人：經濟部工業局代表
		主題五： 報告人：國家通訊傳播委員會代表
		討論及小結：(15 分鐘)

2013 International Conference on Consumer Protection

15:05-15:25	20 分鐘	中場休息
第三場：兒童消費者保護教育		
15:25-17:10	105 分鐘	主持人：(洽邀中)
		主題一： 報告人：荷蘭消費者暨市場署主任 Ms. Anne Le Guellec
		主題二： 報告人：澳洲競爭及消費者委員會副主席 Ms. Delia Rickard
		主題三： 報告人：(洽邀中)
		主題四： 報告人：教育部代表
		主題五： 報告人：行政院消費者保護處廖世机參議
		討論及小結：
19:00-21:00	2 小時	歡迎晚宴

2013 年 12 月 03 日 (DAY2)

08:30-09:10	40 分鐘	報到
09:10-09:20	10 分鐘	貴賓致詞：(暫定)
09:20-09:40	20 分鐘	專題演講：(暫定)
09:40-10:00	20 分鐘	中場休息
第四場：新興之兒童消費者保護議題		
10:00-11:45	105 分鐘	主持人：(洽邀中)
		主題一： 報告人：英國公平交易局處長 Mr. Jason Freeman
		主題二： 報告人：巴拿馬競爭及消費者保護署長 (國際消費者保護執行網絡 ICPEN 現任主席) Mr. Pedro Meilán
		主題三： 報告人：本院消費者保護會委員
		主題四：兒童遊樂設施安全管理之規劃與現況 報告人：衛生福利部社會及家庭署 顏靚殷副組長
		主題五： 報告人：財團法人消費者文教基金會秘書長雷立芬
		討論及小結：
11:45-11:55	10 分鐘	閉幕致詞 貴賓致詞；消保處劉處長清芳

備註：各項議題之報告人及與談人皆為暫列，將視邀約情形變動

2013 International Conference on Consumer Protection

(四) 與會者資訊

■ 會場位置



「2013年消費者保護國際研討會」將於福華國際文教會館舉辦，該會議中心座落於學術文化薈萃之區，鄰近國立台灣大學及師範大學兩大美食及購物商圈，具有便捷的交通網絡及絕佳的地理環境。

福華國際文教會館 (Howard Civil Service International House)

網址：<http://intl-house.howard-hotels.com.tw/>

地址：台北市新生南路三段 30 號

電話：02-7712-2323



- 報名：本會議將另外發函通知受邀之機關、學校及團體，請儘早完成報名程序，主辦單位保留會議內容變更之權利。

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 2nd-3rd, 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)

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

III. Program (DRAFT)

Location: Taipei City, Taiwan

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

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

2013 International Conference on Consumer Protection

	Discussions and brief summary (15 min)
11:55-13:20	Lunch
Second Session: On-line Protection	
13:20-15:05 (105 min)	Moderator: TBD (5 min)
	Report 1 : 20 min Panelist : Mr. Michael D. Panzera Counsel for International Consumer Protection, Federal Trade Commission, United States of America
	Report 2 : 20 min Panelist : Invited foreign official (TBD)
	Report 3 : 15 min Panelist : Mr. Shieh Lon-Fon Section Chief, Ministry of Economic Affairs, Taiwan
	Report 4 : 15 min Panelist : Representative from Ministry of Economic Affairs, Taiwan
	Report 5 : Protecting your child in the digital world: Online content co-regulation Panelist : Ms. su-ju Chien Section chief, Department of Content Affairs, National Communications Commission, Taiwan
	Discussions and brief summary (15 min)
15:05-15:25	Coffee Break
Third Session: Education on Consumer Protection	
15:25-17:10 (105 min)	Moderator: TBD (5 min)
	Report 1 : 20 min Panelist : Ms. Anne Le Guellec Team manager, Intelligence and Enforcement, Consumers Division, Authority for Consumers and Markets, The Netherlands
	Report 2 : 20 min Panelist : Ms. Delia Rickard Deputy Chairwoman, Australian Competition and Consumer Commission, Australia
	Report 3 : 15 min Panelist : Representative from Ministry of Education, Taiwan
	Report 4 : 15 min Panelist :
	Report 5 : 15 min Panelist : Mr. Shih-Chi Liao Senior Executive Officer, Department of Consumer Protection, Executive Yuan, Taiwan
	Discussions and brief summary (15 min)
19:00-21:00	Dinner Banquet Host by Department of Consumer Protection, Executive Yuan

2013 International Conference on Consumer Protection

DAY 2: December 3 rd (Tuesday)	
08:30-09:10	Registration
09:10-09:20	Speech by distinguished guest: TBD
09:20-09:40	Keynote speech (20 min) Speaker: TBD
09:40-10:00	Coffee Break
Fourth Session: Emerging Issues	
10:00-11:45 (105 min)	Moderator: TBD (5 min)
	Report 1 : 20 min Panelist : Mr. Jason Freeman Director, Goods and Consumer Group, Office of Fair Trading, United Kingdom
	Report 2 : 20 min Panelist : Mr. Pedro M. Meilán N Administrator, Authority for Consumer Protection and Competition Defense, Republic of Panama
	Report 3 : 15 min Panelist : Commissioner of Consumer Protection Committee, Executive Yuan, Taiwan
	Report 4 : Ms. Jing-In Yan Panelist : Deputy Director, Social and Family Affairs Administration, Ministry of Health and Welfare, Taiwan
	Report 5 : 15 min Panelist : Ms. Li-Fen Lei Secretary-General, Consumers' Foundation, Taiwan
	Discussions and brief summary (15 min)
11:45-11:55	Closing Speech 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, 2013

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