

Improving and Specializing Consumer Affairs

(DURATION) July 6 (Thurs.) - August 2 (Wed.), 2017

Seongnam & Seoul, Republic of Korea



Korea International Cooperation Agency



Korea Consumer Agency

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1. TITLE: Improving and Specializing Consumer Affairs

2. DURATION: July 6 (Thurs.) - August 2 (Wed.), 2017

3. GOAL

Increase capacities for developing effective consumer-related policies fitting into the market environment of participating countries

4. OBJECTIVES

- a) To build capacity of individual officials in charge of consumer affairs in participating countries;
- b) To promote social and economic development via system improvement of consumer protection in participating countries;
- c) To learn current trends and issues of global consumer guidelines;
- d) To strengthen future cooperation in the field of consumer protection and cross-border consumer complaints handling among participating countries;
- e) To elevate national brand image by sharing Korea's know-how and experiences in consumer policy making and system operation

5. NUMBER OF PARTICIPANTS: 20 participants

6. LANGUAGE OF INSTRUCTION: English

7. VENUE: Seongnam & Seoul, Republic of Korea

8. TRAINING INSTITUTE: Korea Consumer Agency (<http://english.kca.go.kr>)

9. ACCOMMODATIONS: KOICA ICC

10. QUALIFICATIONS OF APPLICANTS:

- This is the first-year course targeting people who is or will be working at the area of Market (Transaction) Monitoring & Consumer Safety. Participants will be able to understand the relationship between consumer policy and competition policy and learn concrete ways to make markets more fair and safe. It is aimed at senior staffs with more than 5 years of relevant work experience.
- This whole training program is a third-year course to improve the capacity of consumer policy making and implementing. It is aimed at middle manager level officials of the central government or governmental agencies who can establish and implement policies related to consumer protection based on the knowledge and experience obtained throughout this course.

Mandatory	<ul style="list-style-type: none"> a) Be nominated by his/her government; b) Be in good health both physically and mentally, to undergo the course; c) Has not participated in the same or similar KOICA fellowship program in the past 3 years - unless otherwise specified; d) Be equal to and higher than managerial level in his/her organization engaged in consumer protection sector longer than 5 years and are currently working or expected to be working at the area of Market Monitoring and Consumer Safety; e) Belong to government bodies (Ministry) that establish consumer policies or to government agencies that carry out consumer-related policies by conducting various activities to protect consumers; f) Be a government employee in a managerial position who is well-acquainted with the overall work flow of his/her organization and who is able to report to a high-level decision-maker so that the output/learnings from the course could be reflected in policy decisions; g) Sufficient proficiency in written and spoken English to actively participate in seminars and write an Action Plan; h) Show a high level of participation and commitment throughout the course and promote capacity building in his/her organization after the completion of the program;
Preferable	<ul style="list-style-type: none"> a) Working knowledge of computers and PowerPoint software

11. CLOSING DATE FOR APPLICATION: June 26, 2017

12. 3-YEAR PROGRAM OVERVIEW (TENTATIVE)

	1 st Year	2 nd Year	3 rd Year	To-be Planned
Goal	To improve capacity building for public officials who work in the area of consumer affairs			
Objective	To support the establishment of system for fair trade environment & strengthening consumer safety of participating countries	To support the establishment of guidelines for consumer dispute resolution	To support the establishment of consumer education system & development of educational contents	<ul style="list-style-type: none"> - To support the establishment or reform of consumer protection laws & systems of participating countries - To promote consumer-friendly market environment through improving capacity of government (agencies)
Target Group & Beneficiary	<ul style="list-style-type: none"> - Senior-level personnel who has been working in the field of consumer affairs for more than 5 years - Personnel who is or will be working in the area of Market Monitoring & Consumer Safety 	<ul style="list-style-type: none"> - Senior-level personnel who has been working in the field of consumer affairs for more than 5 years - Personnel who is or will be working in the area of resolving consumer complaints 	<ul style="list-style-type: none"> - Senior-level personnel who has been working in the field of consumer affairs for more than 5 years - Personnel who is or will be working in the area of Consumer Education & Public Affairs 	Consumer Protection Affairs Personnel
Main Activities	Training and Workshop in Korea (4 wks)	Training and Workshop in Korea (4 wks)	Training and Workshop in Korea (4 wks)	<ul style="list-style-type: none"> - Understanding consumer protection laws & systems in Korea - Drawing out plans to establish or reform consumer-related policy in participating countries

	1st Year	2nd Year	3rd Year	To-be Planned
Output	Action plan for Market Monitoring & Consumer safety	Action plan for Consumer Complaints Handling & Resolving system	Action plan for Consumer Education & Public Affairs	Redefinition of work scope and overall system of the participating organization

PART II**COURSE MODULE****1. COURSE MODULE**

MODULE	MAIN LECTURES & DISCUSSIONS	STUDY VISIT
Module 1. Consumer Policy & Legal System	<ul style="list-style-type: none">▷ Consumer related laws and systems<ul style="list-style-type: none">- Organization & work of KCA▷ Systems for establishment and enforcement of consumer policy<ul style="list-style-type: none">- Committee on consumer policy- Role of civil organizations (NGOs) in consumer policy▷ Relationship between consumer policy & competition policy	<ul style="list-style-type: none">- KFTC (Korea Fair Trade Commission)- KCA (Korea Consumer Agency)
Module 2. Market Monitoring & Establishment of Fair Trade Environment	<ul style="list-style-type: none">▷ Research and follow-up system on consumer damages in product and service area▷ Monitoring and corrective action system for labeling & advertising & terms▷ KCA's work to resolve consumer damages from cross-border transactions▷ Ways to promote fair competition through consumer survey and price comparison▷ Providing tailor-made information for consumers, business and public service by using <i>big data</i>	<ul style="list-style-type: none">- Seoul Electronic Commerce Center- Big Data Analysis Team (KCA)
Module 3. Strengthening Consumer Safety	<ul style="list-style-type: none">▷ Introduction to KCA's Consumer Safety Center<ul style="list-style-type: none">- Dept. of Consumer Injury Information- Dept. of Consumer Safety Surveillance- Dept. of Test & Inspection▷ Laws & Systems related to consumer safety▷ Collecting & monitoring system of consumer injury information<ul style="list-style-type: none">- CISS (Consumer Injury Surveillance System)- Evaluation Committee on Consumer Injury Information▷ Research & follow-up system on consumer safety related to food, industrial product and facility<ul style="list-style-type: none">- Selection of survey subject and test/analysis	<ul style="list-style-type: none">- Consumer Safety Center (KCA)- Press release and coverage site

MODULE	MAIN LECTURES & DISCUSSIONS	STUDY VISIT
	<ul style="list-style-type: none"> - Recommendation of corrective action to business and issuing safety alarm for consumers - Recommendation to relevant government ministries to improve political and legal system 	
Module 4. Efficient Consumer Administration System	<ul style="list-style-type: none"> ▷ Relationship between 『<i>Framework Act on Consumers</i>』 and individual specific laws - Pillar & Horizontal legal system - Case study on cooperation between ministries which is in charge of different consumer-related laws ▷ Procedures to establish and reform laws - KCA's system to recommend government for improvement of laws & policies ▷ Local administration system of consumer protection 	<ul style="list-style-type: none"> - Forum or Seminars on Consumer Policy - Consumer Affairs Center of local government
Module 5. WORKSHOP (Country Report & Action Plan)	<ul style="list-style-type: none"> ▷ Country Report ▷ Action Plan <ul style="list-style-type: none"> - 1st: Identification of specific problem in participant's country - 2nd: Drawing out solutions to solve the problems based on knowledge from module 1- 4 - 3rd: Build action plans to put solutions in practice 	Participants' presentations and discussion
EXTRACURRICULAR ACTIVITIES	<ul style="list-style-type: none"> ▷ Visit to industrial site ▷ Explore Korean traditional culture 	

1. GUIDELINES FOR THE PREPARATION FOR THE COUNTRY REPORT

A Country Report is an in-depth report that contains an analysis of the current development issues facing your countries in your fields of expertise. The KOICA's Fellowship Program includes a Country Report session where participants have an opportunity to share these issues with other participants and Korean experts. Throughout the course, you engage in debates and discussions to resolve them.

A Country Report is directly connected to an Action Plan. Based on what you present and discuss throughout the course, you are requested to present an Action Plan on the last day to develop practical measures to apply the knowledge, technology and experience to your worksite.

Program participants are requested to prepare and submit your Country Report individually or as a group to the KCA (Korea Consumer Agency) Program Manager via e-mail at **skypark@kca.go.kr** or **skypark.kca@gmail.com** until **July 3, 2017**. The Country Report should be in MS PowerPoint or Word format. The length of the report should not exceed twenty A4-sized pages. The report should be written in English and double-spaced.

All participants are required to give a 15-minute presentation on the second day of the program on your Country Report individually or as a group. For more effective presentations, laptop, a projector and screen will be available (PowerPoint presentations are preferred).

2. TOPICS TO BE COVERED IN THE COUNTRY REPORT

A. Government organization & Administrative systems related to consumer protection

Subject 1: Legal and political system regarding consumer protection in each participating country

Subject 2: Introduction to consumer authority (Ministry or government agency) which is in charge of enforcement of consumer policy

Subject 3: Current consumer issues (problems) and policy implementation plan

B. Details of Country Report Preparation

National Overview

- **Population Index** (total population, aging index, gender ratio)
- **Economical Indicator** (industrial structure, total GDP, GDP per capita, Consumer Price Index)

Consumer Policy and Law

- **Consumer authority** (Ministry or government agency)
 - Introduction of the organization: history, size of employment and budget etc.
 - Work of Scope (Please attach the organization chart)
 - Range of administrative authority (If the agency has the authority)
- **Consumer law**
 - Brief introduction of basic law for consumers (If any)
 - Relevant laws and legislation regarding consumer protection

< Example: Consumer protection-related laws in Korea >

Legal Basis	·Framework Act on Consumer
Transaction	·Door-to-Door Sales, Etc. Act ·Regulation of Standardized Contracts Act ·Installment Transactions Act
E-commerce	·Digital Signature Act ·Framework Act on Electronic Commerce ·Electronic Financial Transaction Act ·Framework Act on Telecommunications ·Protection of Communications Secrets Act
Products	·Product Liability Act ·Cosmetics Act ·Act on Fair Labeling and Advertising
Consumer safety	·Food Sanitation Act ·Framework Act on Product Safety ·Medical Service Act ·Quality Control and Safety Management of Industrial Products Act

Consumer Administration System

- **Central & Local government system**

- Establishment & Implementation of consumer policy
- Relationship between government agency and Non-Government Organization

Consumer Dispute Resolution System

- **Process of handling consumer complaints**

- How can consumers submit application?
- What are the series of actions that the agency takes after receiving the application from consumers?
- Does the decision of consumer protection agency have a compulsory power?
- Is there any alternative agency or organization that consumers can appeal to?

- **Data on consumer counselling and dispute resolution**

- How many complaints have been received to your agency in the recent 5 years?
- What percentage of received complaints have been resolved?
- What are the typical types of consumers' complaint or dispute?

- **Cross-border consumer complaints**

- How many cross-border complaints or disputes take place in your countries?
- How are you currently handling the cross-border complaints or disputes?
(Is there any department or personnel exclusively charge in international or cross-border consumer complaints?)

Consumer Safety

- **Consumer injury/damage collecting system & Recall system**

- What is the legal foundation for the recall systems?
- How can be the data regarding consumers' injury/damage be collected?
- What kind of actions can be done to the business operators responsible for the distribution of harmful products?

- **Relevant statistical data**

- What are the items causing the most frequent consumer injury for the recent 5 years?
- Were there injury cases or safety accidents that attracted public attention recently?

1. GUIDELINES FOR PREPARATION OF THE ACTION PLAN

An Action Plan is a specific plan created by participants on how you can apply your learning to your worksite. Action Planning is a process which will help you to identify your objectives and decide what steps you need to take to achieve your goals. Establishing and implementing your Action Plan will not only contribute to your professional development but also to positive organizational change.

A good Action Plan entails who will do what, when, and how in detail. Please keep in mind that meeting the financing requirement including budget and time line is crucial to make your action plan feasible and applicable to your worksite.

All participants are requested to prepare a presentation on your Action Plan individually or as a group at the end of the course. You are encouraged to make the most of your weekends and leisure time to further your knowledge acquired from the course and better prepare your presentation for the Action Plan.

Participants will receive feedback from Korean experts who can share their insight and help further improvement of the Action Plan. After returning to your own countries, KOICA will continually follow up with participants to learn what kind of progress is being made in the implementation of your Action Plan. KOICA expects all participants to achieve your desired outcome.

2. TOPICS TO BE COVERED IN THE ACTION PLAN

- a) Identify various issues related to each country's current situation of consumers and business in market and government system to protect consumers.
- b) Analyze causes and devise the best way to solve problems and make proposals.
- c) Consider how it will affect the current problems and the advantages it will bring in the future.
- d) Discuss how it can be applied to your current work including a budget and a financing plan.
- e) Expected results and impact

3. STEPS FOR THE ACTION PLAN

- **[Step 1] Present Country Report**

- On the 2nd day of the course, participants are to share their current situation and issues of their interests through Country Report presentation
- KCA will provide an orientation for writing an Action Plan

- **[Step 2] Lecture on Methodology / Grouping**

- Lecture on Action Plan methodology
- Form Action Plan working groups

- **[Step 3] Group Discussions / Workshops**

- Brainstorm and discuss in groups for developing an Action Plan
- Consult with experts and receive feedbacks

- **[Step 4] Complete Action Plan**

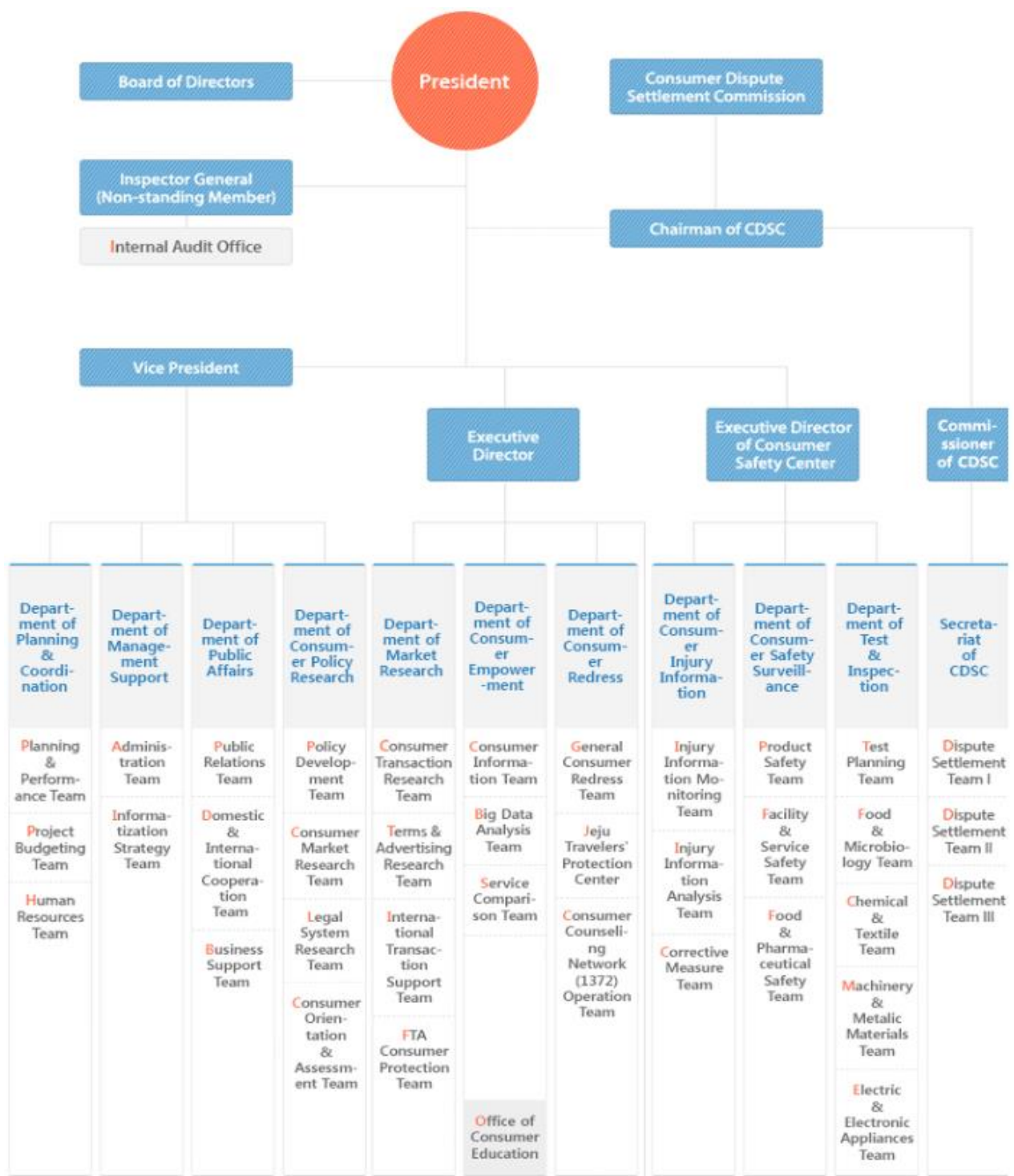
- Establish an Action Plan for new development/ upgraded policies or programs
- Presentation on the final Action Plan and feedback

1. TRAINING INSTITUTE**Korea Consumer Agency (<http://english.kca.go.kr>)**

The KCA was established on July 1st, 1987 to comprehensively implement consumer policy to enhance consumer rights and consumption life and to develop the economy through ensuring consumer safety, creating a consumer-friendly transaction environment.

The KCA performs various functions including consumer education, investigation and test and inspection for consumer safety, research and analysis to improve unfair trade practice, consumer counseling for professional fields, consumer redress, and dispute resolution.





2. CONTACT INFORMATION

- **Korea International Cooperation Agency (KOICA)**

- **Program Manager: Ms. Jinmin LEE**
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- **Korea Consumer Agency**

- **Program Manager: Ms. Sookyung PARK**
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Appendix 1.

INTRODUCTION OF KOICA



is a development cooperation agency of the Republic of Korea which was established in 1991. KOICA's mission is to reduce poverty, promote living standards and help realize sustainable, equitable and inclusive development in developing countries. To accomplish its mission, KOICA has been actively involved in enhancing developing countries' socio-economic infrastructure and institutions, providing the people of the developing world with opportunities for better lives and improving their well-being.

KOICA Fellowship Program

Human Resource Development (HRD) has been one of the most important factors in Korea's escape from the vicious cycle of poverty and underdevelopment which had existed for many decades. With scarce natural resources, HRD played a vital role in Korea's development; thus, Korea has emerged as an exemplary showcase of national development powered by HRD. From its own experience Korea came to fully recognize the significance of HRD. With extensive experience and know-how in HRD, Korea contributes greatly to the international community by sharing its unique development experience with other countries.

The KOICA Fellowship Program is one of KOICA's main projects to support partner countries secure human resources for their development. The primary objective of the Fellowship Program is to share important technical skills and knowledge as well as to build capacities for sustainable socio-economic development. The program is composed of a wide range of topics, including public administration, economic development, science and technology, agriculture and health, etc. In order to meet the changing needs of partner countries, KOICA always strives to renovate and improve its Fellowship Programs.

Appendix 2.

KOICA FELLOWSHIP PROGRAM (CIAT)

KOICA has launched a brand-new name for the KOICA Fellowship Program in order to more effectively raise awareness about the program among the public and its partner countries.



In English, CIAT stands for Capacity Improvement and Advancement for Tomorrow and in Korean it means “seed (씨앗)” with hopes to contributing in the capacity development of individual fellows as well as the organizations and countries to which they belong.

The CIAT Program provides participants with opportunities to gain first-hand knowledge of Korea’s development experience. The programs are designed to enable participants to apply what they have learned for the development of their home countries. Since 1991, KOICA has offered about 4,255 courses to more than 69,981 participants from 172 countries.

Appendix 3.

KOICA FELLOWSHIP COMMUNITY

The Fellows' Facebook is a place for fellows to ask questions and write comments on KOICA fellowship programs. So, if you have questions regarding our program, please feel free to join our Facebook community.



facebook.com/koica.icc

Appendix 4.

MAP AND VENUE INFORMATION



Appendix 5.

INFORMATION ON DIRECTION TO KOICA ICC

- Route: Incheon International Airport → Korea City Airport, Logis & Terminal(CALT) → KOICA International Cooperation Center (ICC)
- Arrival at Incheon International Airport (<http://www.airport.kr>)

Flow:

- ▶ Fill out Arrival Card (or Immigration Card), Customs Declaration Form, Quarantine Questionnaire (on board)
- ▶ Quarantine including animals and plants (on 2nd Floor)
- ▶ Present your Arrival Card, Passport and other necessary document to Passport Control
- ▶ Claim baggage on 1st Floor
- ▶ Customs Clearance
- ▶ Pass an Arrival Gate
- ▶ Go to the KOICA Counter, which is located between Exit 1~2

- **KOICA Counter at Incheon International Airport**



Location : Next to Exit 1 on the 1st
floor (No.9-10)
Tel. : 82-32-743-5904
Mobile : 82-(0)10-9925-5901
Contact : **Ms. Jin-Young YOON**

- After passing through Customs Declaration, please go to the KOICA Counter (located between exit 1~2) at Incheon Airport. At the KOICA Counter, you can get detailed information about how to get to KOICA International Cooperation Center (ICC) and purchase limousine bus ticket for City Airport, Logis & Travel (CALT).
- All the KOICA staff at the Incheon Airport wears nametags or has signs for indication. If you cannot meet the KOICA staff at the counter, please purchase a limousine bus ticket from the bus ticket counter (located on the 1st Floor), and go to CALT Bus Stop No. 4A (or 10B). Please find the bus number 6103 and present your ticket to the bus driver. From Incheon Airport to CALT, the approximate time for travel will be between 70 to 90 minutes. When you arrive at CALT, you will find another KOICA staff who will help you reach the KOICA ICC. KOICA will reimburse the limousine bus fare when you arrive at KOICA ICC. Also, please be aware that there may be illegal taxis at the airport. Even if they approach you first, please do not take illegal taxis and check to see if they are KOICA staff.

"Please remember to read the Fellows' Guidebook. It is available from the Korean Embassy or KOICA Overseas Office in your country and provides valuable information regarding KOICA programs, allowances, expenses, regulations, preparations for departure and etc."