

Course Information

2018

Improving and Specializing Consumer Affairs

July 1 (Sun.)–21 (Sat.), 2018

Seongnam & Seoul & Eumseong, Republic of Korea



Korea International Cooperation Agency



Korea Consumer Agency

Korea Consumer Agency

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PART I

COURSE OVERVIEW

1. TITLE: Improving and Specializing Consumer Affairs

2. PERIOD: July 1 (Sun.)–21 (Sat.), 2018

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 improve national brand image by sharing Korea's know-how and experience in consumer policy making and system operation.

5. NUMBER OF PARTICIPANTS: 18 participants from 10 countries

Ethiopia(2), Nepal(2), Dominican Republic(2), Mongol(2),

Uzbekistan(2), Bhutan(1), Tunisia(2), Peru(2), Sri Lanka(2), Samoa (1)

6. LANGUAGE OF INSTRUCTION: English

7. VENUE: Seongnam & Seoul & Eumseong, Republic of Korea

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

9. ACCOMMODATIONS: KOICA ICC & Hotel (TBD)**10. QUALIFICATIONS OF APPLICANTS:**

- This is the second-year course targeting officials who are or will be involved in resolving consumer complaints. Participants can understand the relationship between consumer policy and competition policy and learn concrete ways to mediate consumer dispute cases.
- Participants can gain hands-on experience on how the KCA carries out its enforcement and policy work. It targets senior staffs with more than 5 years of relevant work experience. After returning to their home agencies, participants have to try to share what they have learned with their colleagues, apply their experiences in their work to their home agencies, and improve cross-border cooperation.
- This whole training is a third-year course to improve the capacity for consumer policy making and implementation. It targets middle manager level officials of the central government who have the authority to establish and implement policies related to consumer protection.

Mandatory	<ul style="list-style-type: none"> a) Be nominated by his/her government; b) Be in good health both physically and mentally, enough to take the course; c) Have not participated in the same or similar KOICA fellowship program for the past 3 years-unless otherwise specified; d) Be equal to and higher than managerial level in his/her organization who are engaged in consumer protection sector longer than 5 years. And who are currently working or expected to be working in the area of Resolving Consumer Complaints; 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 well knows overall work flow of his/her organization and is able to report to decision-makers 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) Have a willingness to show a high level of participation and commitment throughout the course and contribute to the capacity building of his/her organization after 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 1, 2018

12. 3-YEAR PROGRAM OVERVIEW (TENTATIVE)

	1 st year (2017)	2 nd year (2018)	3 rd year (2019)	To-be Planned
Goal	To improve capacity building of public officials who work in the area of consumer affairs.			
Objective	To support establishment of a system for fair trade environment & to improve consumer safety of participating countries	To support establishment of guidelines for consumer dispute resolution	To support establishment of a consumer education system & development of educational contents	<ul style="list-style-type: none"> - To support establishment or reform of consumer protection laws & systems in participating countries - To promote consumer-friendly market environment through capacity building of government (agencies)
Target Group & Beneficiary	<ul style="list-style-type: none"> - Senior-level officials who have at least 5 years of work experience in the field of consumer affairs - Officials who are or will be working in the area of Market Monitoring & Consumer Safety 	<ul style="list-style-type: none"> - Senior-level officials who have at least 5 years of work experience in the field of consumer affairs - Officials who are or will be involved in resolving consumer complaints 	<ul style="list-style-type: none"> - Senior-level officials who have at least 5 years of work experience in the field of consumer affairs - Officials who are or will be working in the area of consumer education & public affairs 	Officials in the area of consumer protection affairs
Main Activities	Training and Workshop in Korea (4 weeks)	Training and Workshop in Korea (3 weeks)	Training and Workshop in Korea (3 weeks)	<ul style="list-style-type: none"> - Understanding of consumer protection laws & systems in Korea - Drawing out plans to establish or reform consumer-related policy in participating countries

Output	Action plan for Market Monitoring & Consumer safety	Action plan for Consumer Complaints Handling & Resolving system	Action plan for Consumer Education	Redefinition of work scope and overall system of participating organization
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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 administration system and comparative consumer systems by country ▷ Consumer related laws and systems <ul style="list-style-type: none"> - Organization & Work of KCA ▷ Relationship between consumer & competition policy 	<ul style="list-style-type: none"> - KFTC (Korea Fair Trade Commission) - KCA(Korea Consumer Agency) - Consumer Association
Module 2. Consumer Counselling & Consumer Redress	<ul style="list-style-type: none"> ▷ KCA's 3 steps for handling consumer complaints (Consumer Counseling–Consumer Redress–Dispute Settlement) <ul style="list-style-type: none"> - ODR (Online Dispute Resolution) - Resolution for consumer dispute by item : E-commerce, Textile, Medical accident, etc. ▷ One-stop consumer redress system in Korea ▷ Introduction to Consumer Dispute Settlement Regulation and Cross-border consumer complaints 	<ul style="list-style-type: none"> - Consumer Counseling Network (1372) Operation Team (KCA) - International Transaction Support Team (KCA)
Module 3. Consumer Dispute Resolution System & Complaints Data Utilization	<ul style="list-style-type: none"> ▷ Korea's ADR (Alternative Dispute Resolution) and KCA's ADR system ▷ Consumer Dispute Settlement Committee (CDSC) and Collective Dispute Mediation ▷ Utilization of consumer complaint data <ul style="list-style-type: none"> - Consumer alert and Press release - Big data analysis 	<ul style="list-style-type: none"> - Consumer Dispute Settlement Committee (KCA) - Big Data Analysis Team (KCA)

Module 4. Trends in Consumer Policy	<ul style="list-style-type: none"> ▷ Global consumer issue and trend of international organizations (OECD CCP, ICPEN, G20, UNCTAD) ▷ Consumer Issues from the 4th Industrial Revolution <ul style="list-style-type: none"> - Privacy, Internet of Things (IoT) ▷ Building Consumer Confidence in the Digital Area 	<ul style="list-style-type: none"> - International Cooperation Team (KCA) - Department of Consumer Policy Research (KCA)
Module 5. 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 ▷ Research & follow-up system on consumer safety related to food, industrial product and facilities ▷ Domestic & Global consumer safety issues (OECD WP, ICPHSO) 	<ul style="list-style-type: none"> - Consumer Safety Center (KCA) - Ministry of Food and Drug Safety - Ministry of Land, Infrastructure and Transport
Module 6. 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 ▷ Ways to promote fair competition through consumer survey and price comparison 	
Module 7. 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 - 4th: Share action plans and present the result of the workshop 	
EXTRACURRICULAR ACTIVITIES	<ul style="list-style-type: none"> ▷ Seoul City Tour (www.visitseoul.net) ▷ Samsung Electronics or LG Electronics 	

	▷ Explore Korean traditional culture and Visit to industrial site
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PART III

PREPARATION FOR COUNTRY REPORT

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 participant's countries in their fields of expertise. The KOICA's Fellowship Program includes a Country Report Presentation session where participants have an opportunity to share these issues with other participants and Korean experts. Throughout the course, participants will engage in debates and discussions to resolve them.

The Country Report is directly aligned with an Action Plan. Based on what participants have presented and discussed throughout the course, participants are requested to present an Action Plan towards the end of the program with an aim of developing feasible measures to apply the knowledge, technology and experience learned to their workplace.

Program participants are requested to prepare and submit their Country Report individually or as a group to the KCA (Korea Consumer Agency) Program Manager via e-mail at hyesinan88@kca.go.kr or hyesinan88@gmail.com no later than **June 15, 2018**. The Country Report should be typed in English and double-spaced in MS PowerPoint or Word format. The length of the report should not exceed twenty A4-sized pages.

All participants are required to make a 15-minute presentation on their Country Report individually or as a group on the second day of the program. For more effective presentations, a projector, slide projector, overhead projector, and multimedia TV will be available for use (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 to 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**
 - (If any) Brief introduction to basic law for consumers
 - Relevant laws and legislation regarding consumer protection

Consumer Administration System

- **Central & Local government system**

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

< Example: Consumer protection-related laws in Korea >

Legal Basis	· Framework Act on Consumers
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 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 your agency received in 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 handling the cross-border complaints or disputes?

(Is there any department or personnel exclusively responsible for 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 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 in recent 5 years?
- Were there injury cases or safety accidents that attracted public attention recently?

PART IV**ACTION PLAN BUILDING**

1. GUIDELINES FOR BUILDING AN ACTION PLAN

An Action Plan is a specific plan created by participants on how they can apply their learning to their work performance. Action Planning is a process which will help them identify their objectives and explore what steps they need to take to achieve their goals. Establishing and implementing the Action Plan will contribute not only to their development professionally and individually but also to desirable organizational change.

A good Action Plan contains detailed information like what can be done, who will do it, and how and when. Please keep in mind that meeting the financing requirement including budget and timeline is crucial to make their action plan feasible and applicable to their workplaces.

All participants are requested to make a presentation on their Action Plan individually or as a group at the end of the course. They are encouraged to make the most of their weekends and free time to further their knowledge acquired from the course and better build their Action Plan.

Participants can receive feedback from Korean experts who will share their insight and help upgrade the Action Plan. Even after participants return to their home countries, KOICA will continue to follow up with participants on the progress being

made through the implementation of their Action Plan. KOICA looks forward to all participants achieving their desired outcomes.

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 what 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 a 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 an Action Plan
- **[Step 2] Lecture on Action Plan and Team-building**
 - Lecture on Action Plan building process
 - Team-building according to the selection of Action Plan topic
- **[Step 3] Group Discussions / workshops**

- Brainstorming and group discussions for developing an Action Plan
- Consult experts and receive feedbacks

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

- Finalize an Action Plan for the development of new policies/programs or upgrade their existing policies, systems and practices
- Presentation on the final Action Plan and getting feedback

PART V

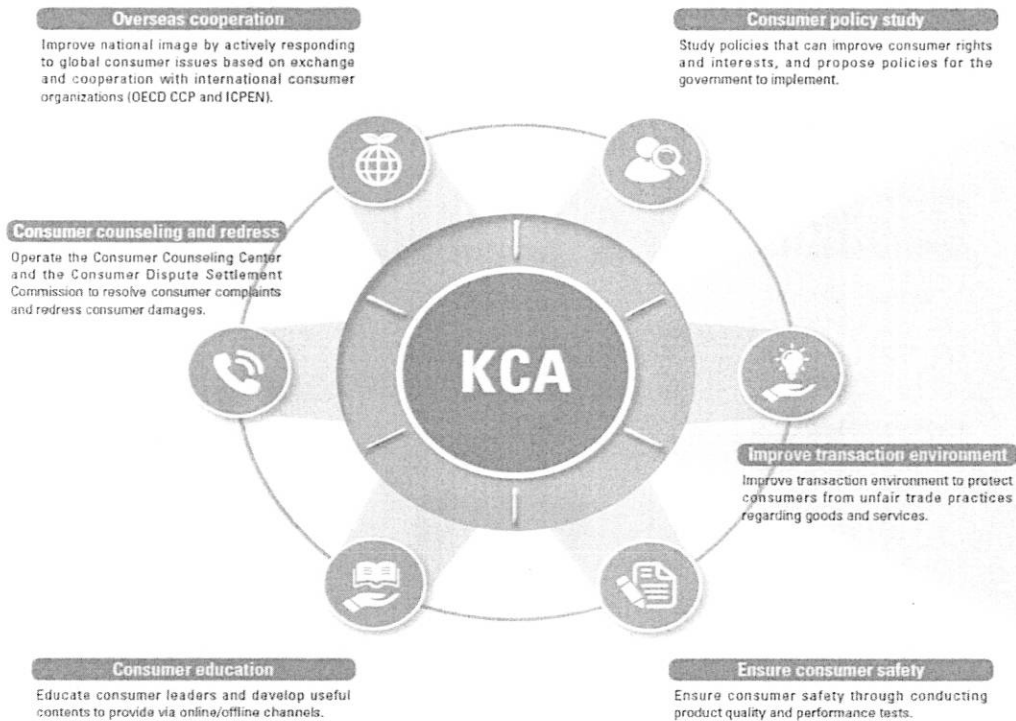
USEFUL INFORMATION

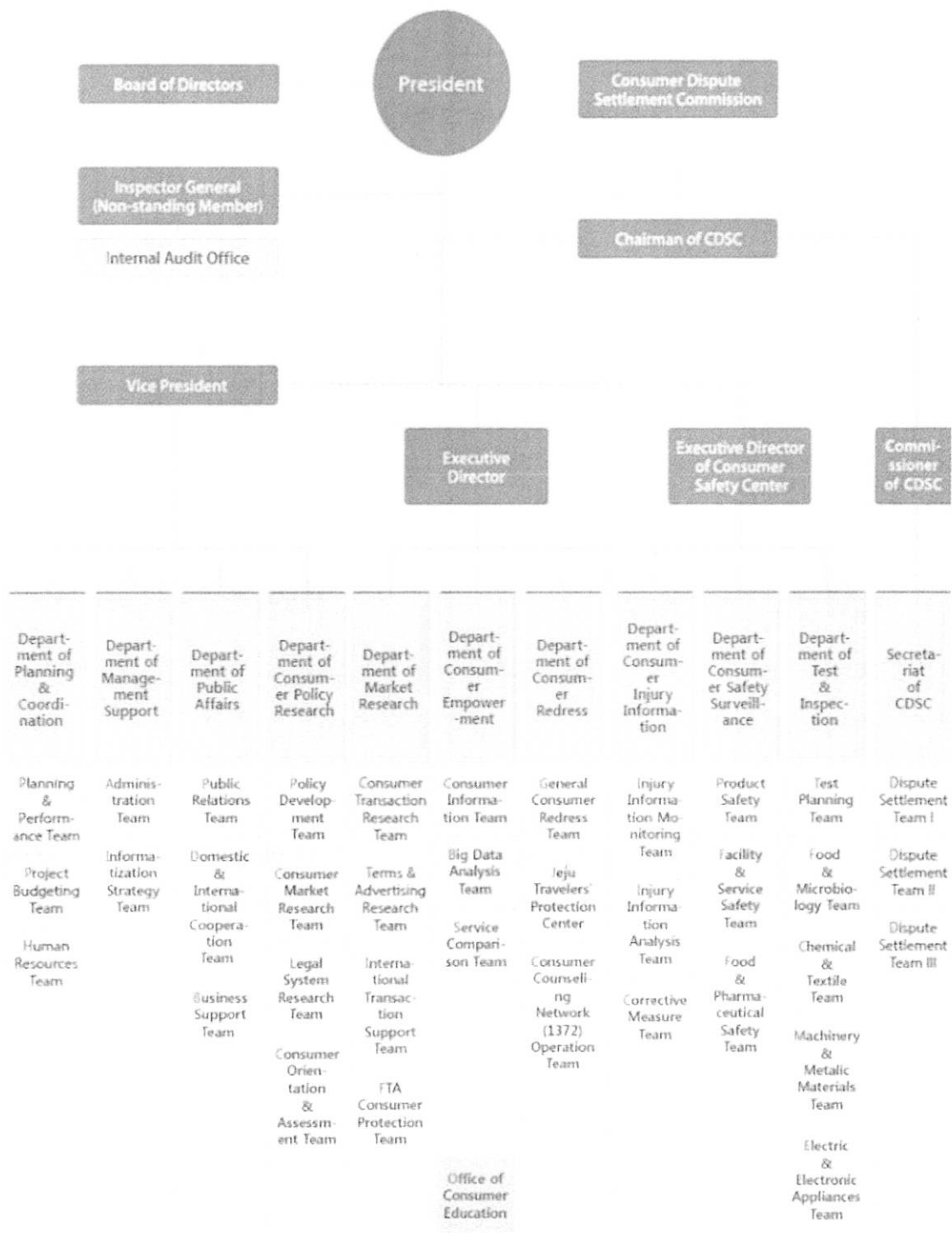
1. TRAINING INSTITUTE

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

The Korea Consumer Agency is a governmental agency established on July 1987 based on Consumer Protection Act. KCA's parent agency is the Korea Fair Trade Commission (KFTC). The KCA comprehensively implements consumer policy to enhance consumer rights and consumption life and develops the economy through ensuring consumer safety, creating a consumer-friendly transaction environment. The KCA has 31 years of history for protecting Korean consumers.

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





2. CONTACT INFORMATION

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

- CIAT Program HOT Line: +82-1899-4519
- Websites: <http://www.koica.go.kr>
<http://training.koica.go.kr>
<http://www.facebook.com/koica.icc>

- Program Manager: Mr. Yong Hwa Shin
- Phone: +82-31-740-0581
- Fax: +82-31-740-0595
- E-mail: yhs@koica.go.kr
- Websites: <http://www.koica.go.kr>
<http://training.koica.go.kr>
<http://www.facebook.com/koica.icc>

- Program Coordinator: Ms. Jingyeong Jang
- Phone: +82-31-777-0000
- Fax: +82-31-777-2680
- E-mail: ooooo@global-inepa.org

- **Korea Consumer Agency (KCA)**

- Program Manager: Ms. Hyesin An
- Phone: +82-43-880-5653
- Fax: +82-43-880-0809
- E-mail: hyesinan88@kca.go.kr
- Home page: <http://english.kca.go.kr>

Appendix 1.

INTRODUCTION to 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 lasted for many decades. With scarce natural resources, HRD has played a vital role in the process of the economic development of Korea, enabling the nation to emerge as an exemplary case of rapid economic growth powered by HRD. From its own experience, Korea fully recognizes the significance of HRD. With its extensive experience and know-how in HRD, Korea has greatly contributed to the international community by sharing its unique development experience with many other countries around the world.

The KOICA Fellowship Program is one of KOICA's main projects to help partner countries secure human resources for their development. Its primary objective is to share important technical skills and knowledge with partner countries as well as to help them build capacity for sustainable socio-economic development. The program deals with a wide range of topics, from public administration, economic development and science and technology to agriculture, health, and more. 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 4,512 courses to more than 74,792 participants from 172 countries.

Appendix 3.

KOICA FELLOWSHIP COMMUNITY

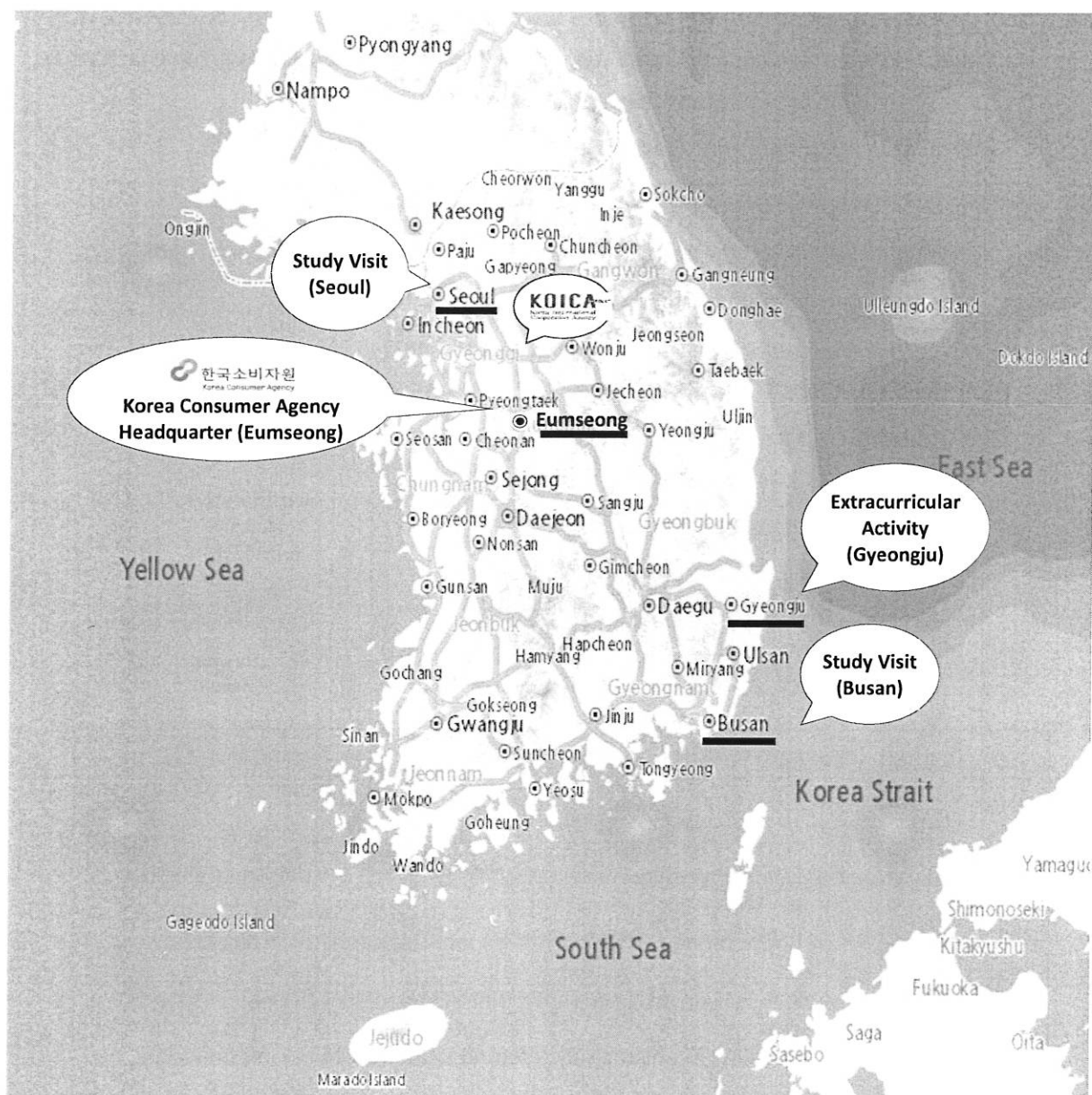
The Fellows' Facebook is a place for fellows to ask questions and write comments on KOICA fellowship programs. So, if you have questions regarding our program, please feel free to join our Facebook community.



facebook.com/koica.icc

Appendix 4.

MAP AND VENUE INFORMATION



Appendix 5.

INFORMATION ON DIRECTION TO KOICA ICC

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

Flow

- ▶ Fill out Arrival Card (or Immigration Card), Customs Declaration Form, and Quarantine Questionnaire (on board)
- ▶ Present the Quarantine Questionnaire to the quarantine counter (on the second floor)
- ▶ Present your Arrival Card, Passport and other necessary documents to an officer at the immigration desk
- ▶ Claim your baggage on the first floor
- ▶ Hand in Customs Declaration Form at Customs
- ▶ Pass through the Arrival Gate
- ▶ Go to the KOICA Counter

Incheon International Airport opens *Second Passenger Terminal 2 (T2)*

on January 18, 2018

The new terminal is serviced by Korean Air (**KOREAN AIR**), KLM Royal Dutch Airlines (**KLM**), Air France (**AIRFRANCE**) and Delta Airlines (**DELTA**).

Accordingly, KOICA sets up an additional KOICA Counter in Terminal 2 as well.

Please check its location in advance by referring to the followings information.

KOICA Counter at Incheon International Airport Terminal 1 (IIAT1)		
IIAT (T1)		<p>Location : Next to Gate 1 on the 1st floor (No.9-10)</p> <p>Contact Information Tel. : 82-32-743-5904 Contact : Ms. Jin-Young YOON</p>
KOICA Counter at Incheon International Airport Terminal 2 (IIAT2)		
IIAT (T2)		<p>Location : Tourist Information Center (Close to Arrival Gate B)</p> <p>Contact Information Tel. : 82-32-743-5905 Contact : Ms. Seungyoung YAU</p> <p><small>*Contact information at T2 is subject to change</small></p>

- After passing through Customs, please go to the KOICA Counter. At the KOICA Counter, you can get detailed information about how to get to the KOICA International Cooperation Center (ICC) and receive a limousine bus ticket for City Airport, Logis & Travel (CALT).
- All the KOICA staff at the Incheon Airport wear a name tag or has a sign for indication.
- Even though you cannot find any KOICA staff at the counter, you can purchase a limousine bus ticket at the bus ticket counter. After purchasing it, please go to the CALT Bus Stop (refer to the following information), get on the bus #6103 and present your ticket to the bus driver. It will take about 70 to 90 minutes from IIAT 1 and about 90 to 110 minutes from IIAT 2 to CALT.

Incheon International Airport Terminal 1 (IIAT1)		Limousine Bus # 6103
IIAT 1	Bus ticket counter : 1 st floor / Bus Stop 7A	
Incheon International Airport Terminal 2 (IIAT2)		
IIAT 2	Bus ticket counter : Basement 1 / Bus Stop 22	

• **CALT (City Airport, Logis & Terminal)**

- When you arrive at CALT, you can meet another KOICA staff who will help you reach the KOICA ICC.
- If you paid for a limousine bus ticket out of your own pocket, KOICA will reimburse the bus fare when you arrive at the KOICA ICC. Also, please note that there can be illegal taxis at the airport. Even if they approach you to offer rides, do not take the 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."