

2019 Course Information

IMPROVING AND SPECIALIZING CONSUMER AFFAIRS



CONTENTS

0. KOICA & <CIAT>

1. FOR APPLICANTS

04 Program Overview

05 Course Overview

08 How to Apply

2. FOR PARTICIPANTS

10 Participants' Major Activities

- Step 1. Country Report
- Step 2. Action Plan
- Step 3. Follow-up Activities

3. APPENDIX

15 Contact

16 From Airport to ICC





People, Peace, Prosperity

KOICA

Korea International
Cooperation Agency

Korea International Cooperation Agency (KOICA) was established as a government-funded agency dedicated to grant aid programs in April 1991. KOICA strives to combat poverty and support sustainable socio-economic growth of developing countries. By doing so, we aim to promote friendly and cooperative relationship with them.



KOICA is an organization responsible for 26% of the entire ODA (Official Development Assistance) in Korea based on the 2018 business plan, and is Korea's leading agency responsible for approximately 60% of grant aid. The scale of aid from KOICA, which was about 17.4 billion KRW in 1991, increased significantly to 800 billion KRW in 2018. This followed the admission to the Development Assistance Committee (DAC), along with the ODA contribution diplomacy policies of the Korean government which aims to make contributions to the international community.

CIAT

Capacity Improvement and
Advancement for Tomorrow

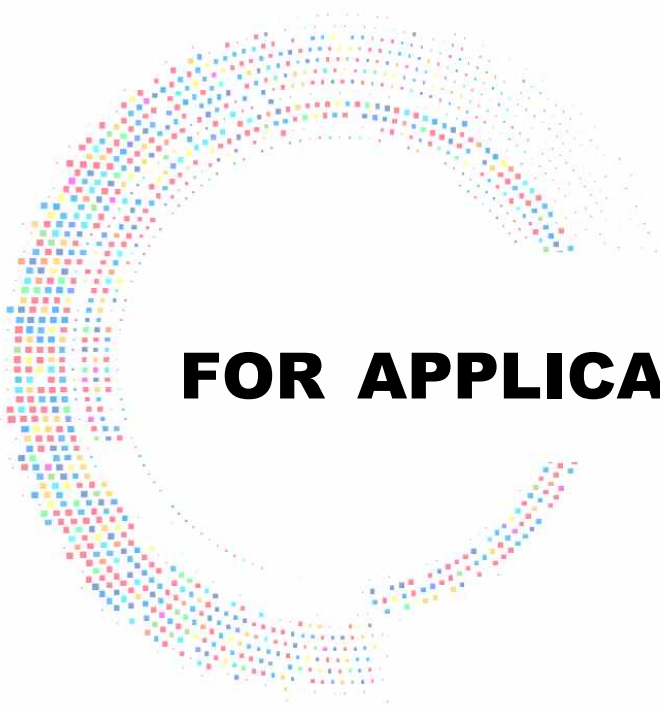


KOICA Fellowship Program, CIAT

Like its acronym that sounds like "seed" in Korean, CIAT hopes to spread seeds of hope across developing countries. CIAT is a cooperation program where policy-makers, public servants and experts from developing countries are invited to Korea for technical training and knowledge sharing. CIAT has established partnerships with a multitude of



public organizations, research institutes, universities and others in Korea to offer quality training programs. Such efforts have resulted in a high level of satisfaction among participants. After returning to their home countries, CIAT participants play a role in spreading Korea's commitment and goodwill towards their society.



FOR APPLICANTS

PROGRAM OVERVIEW

TITLE: IMPROVING AND SPECIALIZING CONSUMER AFFAIRS

DURATION: 2017-2019

GOAL: To increase capacities for developing effective consumer-related policies fitting the market environment of participating countries

| | FIRST-YEAR COURSE (2017) | SECOND-YEAR COURSE (2018) | THIRD-YEAR COURSE (2019) |
|-------------------|--|--|--|
| TARGET | <ul style="list-style-type: none"> ▪ <i>Senior-level</i> officials who have been working in the field of consumer affairs for more than 5 years ▪ Officials who are or will be working in the area of market monitoring & consumer safety | <ul style="list-style-type: none"> ▪ <i>Senior-level</i> officials who have been working in the field of consumer affairs for more than 5 years ▪ Officials who are or will be working in the area of resolving consumer complaints | <ul style="list-style-type: none"> ▪ <i>Senior-level</i> officials who have been working in the field of consumer affairs for more than 5 years ▪ Officials who are or will be working in the area of consumer education & public relations(PR) |
| OBJECTIVES | To support establishment of system for fair trade environment & strengthening consumer safety of participating countries | To support establishment of guidelines for consumer dispute resolution | To support establishment of consumer education system & development of educational contents |
| ACTIVITIES | · Invitational Training | · Invitational Training | · Invitational Training |
| OUTPUT | Action Plan for Market Monitoring & Consumer Safety | Action Plan for Consumer Complaints Handling & Resolving System | Action Plan for Consumer Education |

(Selecting a good Action Plan and implementing on-site program)

Accomplishing the program's goals through capacity building and contributing to sustainable socio-economic development of developing countries

COURSE OVERVIEW

1. OBJECTIVES

- 1) To build capacity of individual officials in charge of consumer affairs
- 2) To promote social and economic development via system improvement of consumer protection in participating countries
- 3) To learn current trends and issues of global consumer guidelines
- 4) To strengthen future cooperation in the field of consumer protection and cross-border consumer complaints handling among participating countries

2. COURSE DURATION

- (Invitational training) June 2 (Sun) - June 22 (Sat), 2019 (including participants' arrival and departure dates)

*Training Duration: June 3 (Mon) - June 21 (Fri), 2019

3. LANGUAGE: English

4. LOCATION

- 1) Training: KCA Headquarters (Eumseong, Chungcheongbuk-do) & Seoul Regional Office
- 2) Accommodation: KOICA International Cooperation Center (Seongnam)

5. PARTICIPANTS: 21 persons

| ELIGIBILITY REQUIREMENTS | |
|--------------------------|---|
| MANDATORY | 1. Be nominated by his/her government; |
| | 2. Be in good health both physically and mentally, enough to take the course; |
| | 3. 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 the completion of the program; |
| | 4. Have not participated in the same or similar KOICA Fellowship Program for the past three years, unless otherwise specified; (provided, however, that a key person for the course of the intensive performance management program, for example, may participate in the same or similar KOICA Fellowship Program, subject to pre-discussion with KOICA.) |
| | 5. (Original place of employment) Target ministries or organizations; |
| | 6. (Position) Be a government employee in a managerial position who is well-acquainted with overall work flow of his/her organization and who is able to report to a high-level decision-maker; |
| | 7. (Relevant work experience) More than 5 years of experience in consumer protection; |
| | 8. (Language capability) Sufficient proficiency in written and spoken English to actively participate in seminars and write an Action Plan |
| PREFERABLE | 9. Working knowledge of computers and PowerPoint software; |
| | 10. Working (or will work) in consumer education or PR(public relations) |
| | 11. High level of participation and commitment |

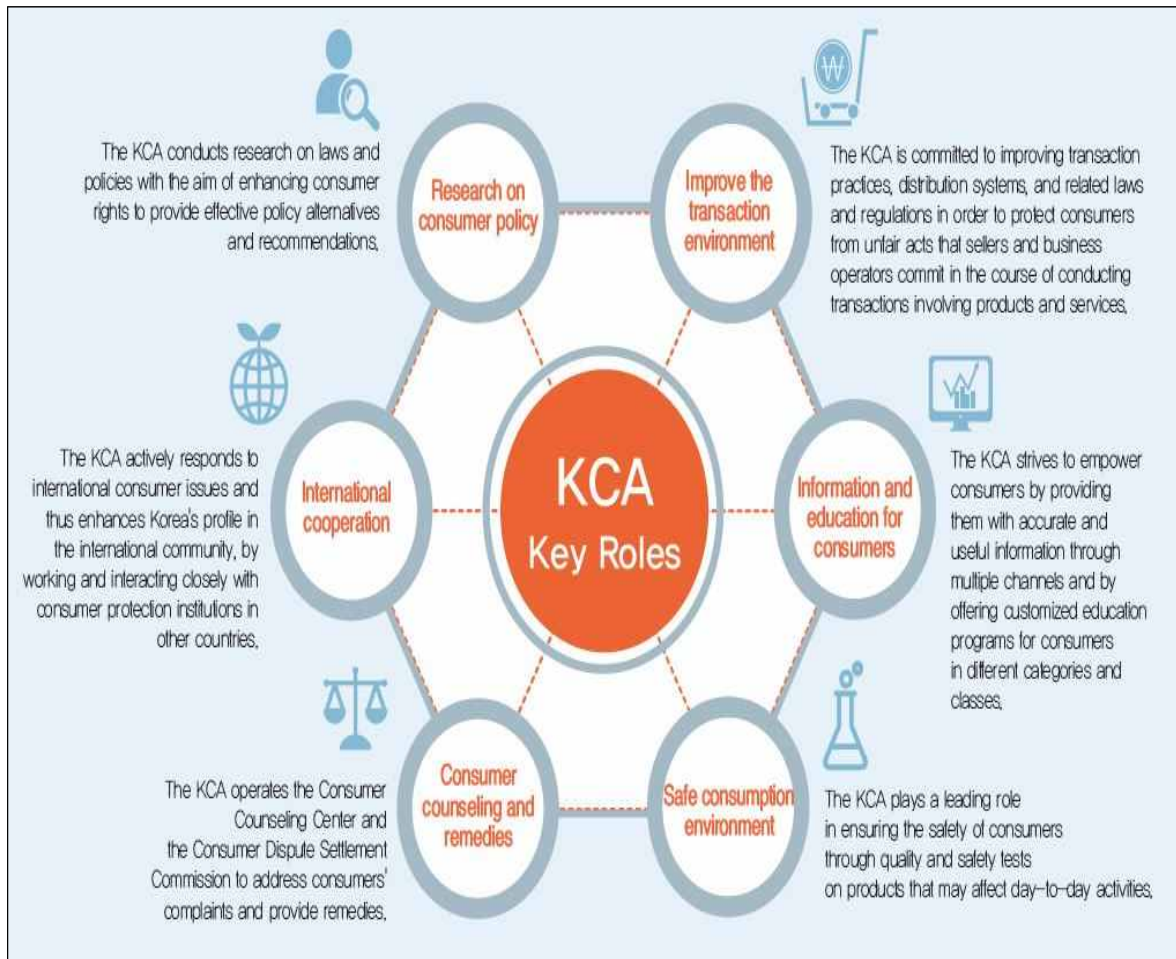
※ This course is targeted at participants meeting the above qualifications, and thus ineligible participants, if any, may have difficulty understanding the course.

6. CURRICULUM

| 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 · Relationship between consumer & competition policy | <ul style="list-style-type: none"> · KCA(Korea Consumer Agency) Headquarters · Consumer Centers in local government |
| Module 2. Providing Consumer Information | |
| <ul style="list-style-type: none"> · Types & Use of consumer information <ul style="list-style-type: none"> - Consumer complaints, safety information → to prevent consumer damages - Comparative information → to make a rational decision in purchase · Use of big data analysis system in consumer protection · Processing & providing consumer information · Comprehensive consumer support system | <ul style="list-style-type: none"> · KCA regional offices · E-commerce Center of Seoul City |
| Module 3. Strengthening Consumer Capacity | |
| <ul style="list-style-type: none"> · Consumer education <ul style="list-style-type: none"> - Case study of pilot schools & curriculum - Training programs for teachers, public officials and NGOs - Consumer campaigns - Protection of vulnerable consumers · Corporate responsibilities for consumer protection <ul style="list-style-type: none"> - CCM(Consumer-Centered Management) certification | <ul style="list-style-type: none"> · Pilot schools · CCM certified companies |
| Module 5. Country Report and Action Learning / Plan | |
| <ul style="list-style-type: none"> · Presentation of A Country Report · Action Learning Workshop <ul style="list-style-type: none"> - Lecture on Action Learning - Action Plan Building - Presentation and Evaluation of the Action Plan | |
| EXTRACURRICULAR ACTIVITIES | |
| <ul style="list-style-type: none"> · Seoul City Tour (www.visitseoul.net) · Industrial & Cultural Site Tour | |

7. TRAINING INSTITUTE : Korea Consumer Agency

(<http://english.kca.go.kr/index.do>)



HOW TO APPLY

APPLICATION DEADLINE: *April 8, 2019*

Step 1. CHECK OUT COURSE INFORMATION

- Applicants must check Program Overview and Course Overview details to see if the course they apply for is relevant to their work and they meet the qualifications for selecting participants.

Step 2. FILL OUT AND SUBMIT AN APPLICATION.

- After filling out an application, applicants must submit it no later than the deadline.

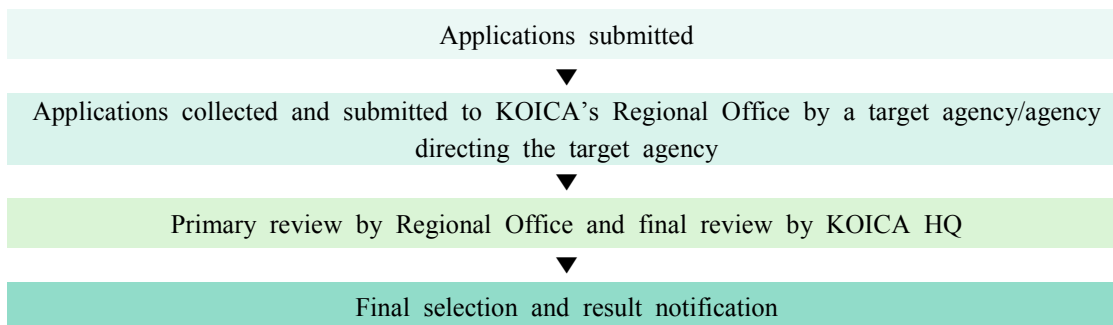
※ Instructions for filling out an application ※

- 1) Fill in all entries in the application form, including email address and medical records, **accurately and without omission** (The selection process of qualified applicants will start based on the information provided).
- 2) Applicants are required to fill out an application clearly and legibly.
(The course application result or follow-up activities after completion of the course will be notified to the email address an applicant gives in the application.)
- 3) Make sure to submit all the documents required for application.
(ex, Passport, Medical Reports etc.)

Step 3. SELECTION RESULT NOTIFICATION

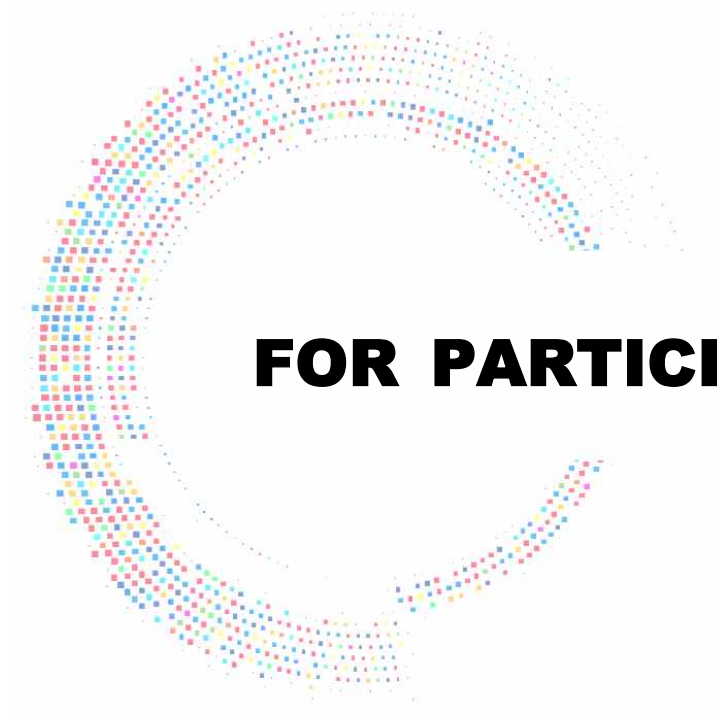
- KOICA headquarters will notify finally selected candidates to their email address.

※ Overview of the Selection Process ※



< Information for Successful Candidates >

- Successful candidates are required to submit Country Report no later than the deadline (For details, see the next page).



FOR PARTICIPANTS

PARTICIPANTS' MAJOR ACTIVITIES

All participants are requested to establish and present an Action Plan towards the end of the program. The Action Plan is one of the crucial program activities to which KOICA gives top priority. It is intended, firstly, to help program participants to come up with alternatives and solutions to the current issues and major challenges which participants' country/government/organizations are facing and, secondly, to plan what action participants should take in order to solve those challenges.

For a successful Action Plan, **the first step is to prepare a Country Report.** In preparing a Country Report before joining the KOICA training course, participants will have an opportunity to analyze their own countries' current issues and challenges as well as circumstances surrounding them. Preparation and presentation of a Country Report is part of the Action Plan building process in which participants will be involved throughout the program.

The second step is to build an Action Plan. With the Country Report in mind, participants are encouraged to develop an Action Plan by incorporating the observations, experiences, and findings from the program, specifically from lectures, discussions, study visits, or local field trip. During the Program Orientation Session, the Action Plan guidelines, including a PPT template for presentation, will be provided to participants with instructions on how to formulate concepts and ideas for composing a practical and feasible Action Plan.

The third step is to implement the Action Plan. After going back to their home country, participants should implement the Action Plan according to its specifics and timeline. Participants are advised to do follow-up activities such as knowledge-sharing workshops or presentations with colleagues.

| | STEP 1 | STEP 2 | STEP 3 |
|-------------|--|--|--|
| WHO | Participants individually or as a group | | |
| WHEN | Before program | During program | After program |
| WHAT | Country Report | Action Plan | Follow-up activities |
| HOW | Preparation and presentation | Establishment and presentation | Implementation |
| WHY | To analyze each country/organization's current status and problems focusing on the program theme | To provide solutions to the identified problems and issues in the Country Report | To apply participants' Action Plan to work & share knowledge with colleagues |

[STEP 1] COUNTRY REPORT

1. WHAT IS COUNTRY REPORT?

A Country Report is a pre-assignment prepared and submitted by participants before the course starts. Participants analyze their own countries' current issues and challenges as well as circumstances surrounding them, and share the findings with other participants and Korean experts in an effort to provide solutions to the identified problems and issues for their own countries.

2. HOW AND WHAT TO PREPARE

Participants are requested to prepare the Country Report individually or as a group and must submit it by the deadline specified below, so that it can be shared by lecturers in advance, before the program starts and also by fellow participants, moderators, discussants and Korean experts during the program in an effort to provide solutions to the identified problems and issues.

| | |
|----------------------|--|
| By when | May 20, 2019 |
| In what format | Microsoft PowerPoint |
| To whom | Program Manager Sookyung PARK / skypark@kca.go.kr |
| Contents (Sample) | <p>Chapter 1. Overview of Consumer Policy & Law in your country</p> <ol style="list-style-type: none"> (1) When is the establishment year of consumer protection law and what are the key points? (2) Which Ministry/Department/Agency is in charge of enforcement of consumer protection? (3) What is the administrative authority (power) of that Ministry/Department/ Agency? (4) Is there any other relevant organization regarding consumer protection? What is the relationship between that organization and major authority(Ministry/Department/Agency mentioned in #2)? <p>Chapter 2. Status of consumer protection in your country</p> <ol style="list-style-type: none"> (1) How big is the consumer authority? (# of staff, annual budget, etc.) (2) What kind of activities does the consumer authority do? (3) What is the level of awareness of consumer rights in your country? <p>Chapter 3. Challenges and Tasks</p> <ol style="list-style-type: none"> (1) Integrated Management of Segmented Invitational Training Programs of Government Ministries and Agencies (2) Establishment of Measures to Revitalize the Follow-Up Network of Participants and Follow-Up Support System (3) Development of Electronic System for Program Support and Participant Selection <p>* The topics of Chapter 3 will be covered in the Action Plan.</p> |

3. COUNTRY REPORT PRESENTATION

Each presentation should take no longer than 15 minutes or so, and use an adequate number of slides, or maximum 20 pages, with consideration of time constraints. Each Country Report presentation will be followed by a question and answer session which includes feedback from Korean experts. For more effective presentations, a projector, slide projector, overhead projector or multimedia TV will be available for use.

[STEP 2] ACTION PLAN

1. WHAT IS ACTION PLAN?

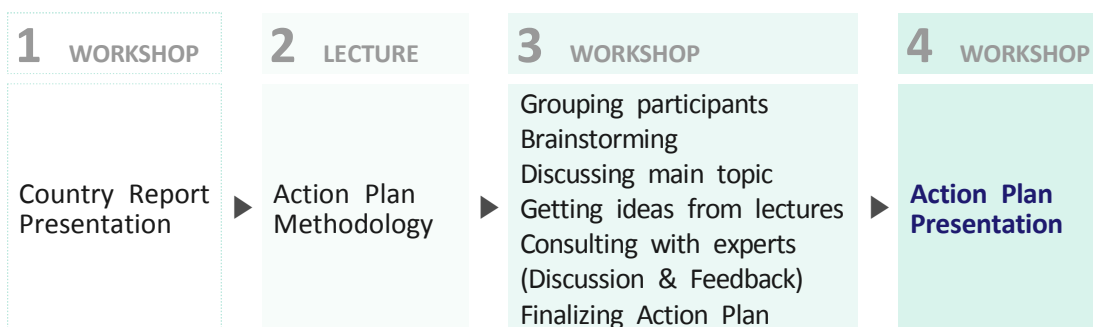
An Action Plan is a plan intended to help program participants provide alternatives and solutions to the issues and problems that are identified in the Country Report. A good Action Plan entails who will do what, when, and how in detail. Since the Action Plan's feasibility is very crucial, participants should thoroughly discuss with their supervisor(s) whether or not the main topic and direction are viable in advance.

Based on the observations and findings from the lectures, discussions, study visits, and a local field trip in Korea, participants will be asked to create an Action Plan in accordance with the Action Plan Guidelines to be provided. A session for developing and building the Action Plan will be held and the Action Plan guidelines will be provided to participants with instructions on how to formulate concepts and ideas for composing a practical and feasible Action Plan.

※ Note ※

- 1) Participants joining a second or third year course without attending the previous course or courses are required to review and understand the Action Plans by other participants in such course or courses in advance.
- 2) Participants may improve or develop the previous year's Action Plan, or build another Action Plan with a new topic.

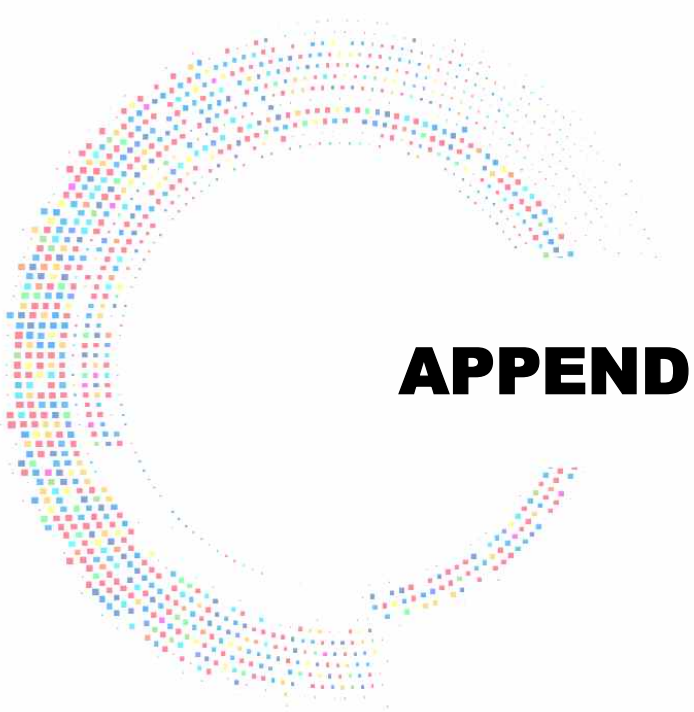
2. ACTION PLAN BUILDING PROCESS



- Applying knowledge acquired through lectures, study visits and discussions and working on measures to solve the issues or problems identified in the Country Report from various angles
- Building specific solutions as well as implementation plan together with a moderator during an Action Plan workshop

[STEP 3] FOLLOW-UP ACTIVITY

| | |
|--|--|
| ACTION PLAN & PILOT PROJECT | Sharing the implementation status of the Action Plan with the training institute and KOICA (See Appendix: Contact) (An exemplary Action Plan is selected and financed by the training institute as a pilot project for implementation of the Action Plan) |
| KNOWLEDGE-SHARING ACTIVITIES | Promoting knowledge-sharing activities such as workshop and presentation to share knowledge acquired during the program and the Action Plan |
| ESSAY COMPETITION | Joining an essay competition held late in the year |
| KOICA CLUB ACTIVITIES | Taking part in an array of activities including joining KOICA Clubs in each country and community service after completion of the program |
| ONLINE NETWORKING | <p>Visiting KOICA Fellowship Community and continuing networking</p>  <p><i>facebook.com/koica.icc</i></p> |



APPENDIX

CONTACT

| | | |
|---------------------------------------|--|--|
| KOICA Training Institute | +82-1899-4519 (CIAT Program HOT Line) http://www.koica.go.kr http://www.facebook.com/koica.icc | |
| | Program Manager Ms. Sion LEE +82-31-740-0533 sionlee@koica.go.kr | CIAT Fellowship Program pilot project follow-up activities |
| | Program Coordinator Ms. Jayoung BANG +82-31-740-3627 bang_jy@koworks.org | Arrival/departure-related issues |
| | Program Manager Ms. Sookyung PARK +82-43-880-5653 skypark@kca.go.kr http://english.kca.go.kr/index.do | Course contents - Curriculum, lecture, lecturer, Country Report & Action Plan |



FROM AIRPORT TO ICC

AT AIRPORT [Arrival Procedures]



※ KOICA will provide the Immigration Office at the Incheon International Airport with a list of participants' names, nationality, flight schedules, and other information regarding the Fellowship Program before arrival. Participants are advised to carry the **invitation letter** in which their status is written, and show the letter to the Immigration Officer in case the Officer asks for further identification.

KOICA COUNTER

To ensure that you receive appropriate help to safely get to the KOICA International Cooperation Center(ICC), two KOICA Counters are in service at each Terminal. At the KOICA Counter, KOICA staff will arrange your ride to the KOICA ICC.

AT INCHEON INTERNATIONAL AIRPORT TERMINAL 1 (IIAT 1)



Location

Next to Gate 1
(Counter No. 9-10)

Contact Info

Ms. Jin-Young YOON
Tel. : 82-32-743-5904

AT INCHEON INTERNATIONAL AIRPORT TERMINAL 2 (IIAT 2)



Location

In front of Gate 4
(Close to Arrival Gate B)

Contact Info

Ms. Seung-Young YAU
Tel. : 82-32-743-5905