



Intergovernmental Group of Experts on Consumer Protection Law and Policy
7th Session, 3 – 4 July 2023, Geneva, Switzerland and online

**Session on:
Building trust in digital markets through enhanced consumer
protection on online platforms**

**Tuesday, 4 July 2023 (10:00 - 13:00)
Palais des Nations, Room XIX (Third Floor) and online**

The General Assembly recognized that electronic commerce has become increasingly relevant to consumers worldwide and that the opportunities it offers should be harnessed to help facilitate economic development and growth based on emerging network technologies, with computers, mobile phones and connected devices that promote consumer welfare. The growth of the digital economy depends on the trust that consumers place in it.¹ One of the main drivers of value creation in the digital era is the process of “platformization,” which has also become central to consumers’ access to digital marketplaces.

The note by the UNCTAD secretariat² provides an overview of emerging consumer protection issues in the context of online platforms, as means to build trust in digital markets, namely on information and advertising, education, product safety, data protection, dispute resolution, responsibility and liability of platforms, and enforcement. The note also refers to the roles that member States have identified for UNCTAD to play in this field. A brief conclusion with policy recommendations for policymakers follows.

To facilitate this interactive discussion, delegates may want to address the following questions:

- (a) What are the most effective ways to enhance consumer trust in digital markets through enhanced consumer protection on online platforms?
- (b) What is needed for more effective regulation and enforcement of consumer protection in the platform economy?
- (c) How can international cooperation contribute to enhanced consumer protection on online platforms?

¹ [A/RES/70/186](#)

² [TD/B/C.I/CPLP/34](#)

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WORK PROGRAMME

10:00 - 10:10 **Presentation by the UNCTAD secretariat**

10:10 - 12:20 **Speakers**

- Ms. Bo Tong, Deputy Director Bureau of Law Enforcement and Inspection, State Administration for Market Regulation, People's Republic of China
- Mr. Renato Ferrandi, Director, International and European Union Affairs, Italian Competition Authority, Italy
- Mr. Tomaz Disitzer Carvalho de Miranda, Director of the Department of Projects and Policies for Collective and Diffuse Rights, National Secretariat for Consumers, Brazil
- Dr. Wimonrat Teriyapirom, Director of International Cooperation, Office of the Consumer Protection Board, Thailand
- Mr. Jon Riley, Director of Consumer Protection, Competition and Markets Authority, United Kingdom
- Ms. Pinuccia Contino, Head of Unit, Directorate-General for Justice and Consumers, European Commission
- Mr. Shirish Deshpande, President, MGP-India

12:20 - 13:00 **Interactive debate**

Delegates wishing to speak during the session are invited to inform the UNCTAD secretariat accordingly by contacting Ms. Zilu Zhou (zilu.zhou@un.org) and Mr. Arnau Izaguerri Vila (arnau.izaguerri@un.org).