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**KFTC's Managing synergies in complex market
structures and digital economies**

Presentation

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Fair Trade Commission

KFTC's Managing synergies in complex market structures and digital economies

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■ The KFTC sanctioned Coupang Inc. for its control of search results by
① **algorithmic manipulation** and ② **making its employees write false review**

- Coupang, the leading e-commerce platform, **doubles as a seller of its own products and as an intermediary** between consumers and third-party sellers.
- It **secured top slots** for its own products **through search algorithm manipulation and false reviews** and misled consumers believing the search results were based on fair criteria
- This distorted competition and decreased consumer welfare **by undermining consumers' ability to make reasonable decisions.**

⇒ **The KFTC fined Coupang USD 120 million in May 2024**

I Broader concept

- The KFTC enhanced both market efficiency and consumer protection by applying “**unfairness**”, which is **conceptually broader than anti-competitiveness**
- In the Coupang Case, the Monopoly Regulation and Fair Trade Act’s provision on fraudulent inducement of consumers (Article 45(5)*) was applied to the harm to competition and also to consumer deception

* No business entity shall **unfairly** force a competitor’s customer to make transactions with the business entity itself that are likely **to hinder fair trade**

I Measure to bridge the gap

- Multiple Measures need to be devised to bridge the gap **between traditional enforcement of competition law and consumer protection law**

The commitments system

Commitment decision

- The KFTC resolves cases **through commitment decisions** to encourage firms **to voluntarily correct unlawful practices and remedy consumer harm**

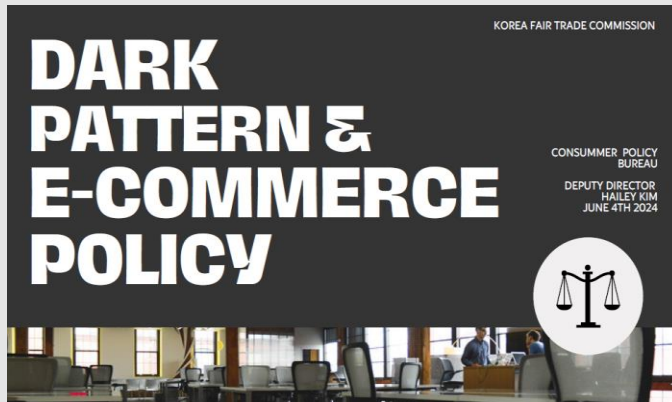
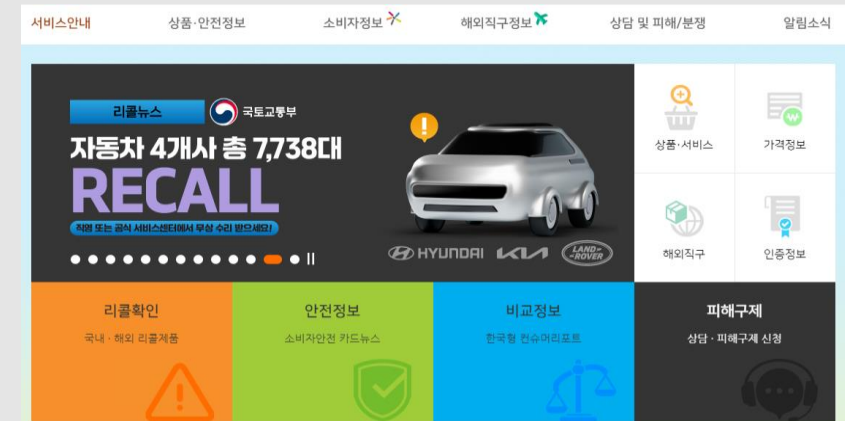
Case - Apple Korea



- Forcing mobile carriers to cover Apple's expenses for advertisements and repair services and to permit Apple to use their patents free
- Conditions for a commitment decision included **discounts in warranty repair costs and discounts on AppleCare+ service for consumers**

Information Provision, consumer education

- The KFTC operates “**Consumer 24**”, an information platform that provides consumers with essential information on damage relief, product recalls, product comparison, etc.



- The KFTC provides **consumer education** in partnership with consumer organizations
 - “**Dark patterns and e-commerce policies**”, elaborating on the types of dark patterns and related consumer precautions.

I Managing synergies between competition and consumer protection policies

- Integrated policy design
- Enhanced cooperation across authorities
- Incorporating consumer protection perspectives in policy assessment
- Capability building and education initiatives

Thank You